e-business is an interactive technical note that provides information about the most significant aspects of how information and communication technologies work in modern organisations.

The interactive technical note is divided into the following chapters:

- E-strategy
- Digital Marketing
- Technology
Examples, interactive exercises and animated graphics provide the ideal context for students to analyse and become aware of the changes in the economy and business, associated with the use of new technology. Students acquire basic knowledge of the concepts of digital marketing and perceive the consequences of new technology in the value chain of relational marketing.