

## Digital Entrepreneurship

A comprehensive guide to digital entrepreneurship, bridging academic research and industry practice. Morabito provides a strategic overview of the main challenges and trends related to digital entrepreneurship, structured in three parts. Part I focuses on strategy and management issues, guiding readers through the theory and practice of building, implementing and growing new digital ventures and outlining the skills that are necessary for digital entrepreneurs to succeed and lead. Part II focuses on digital business systems, describing the main technological aspects that support and comprise the core infrastructure for digital entrepreneurship, including social media and the Internet of Things. Finally, Part III provides analyses of three core industries in which digital ventures are particularly important: fintech, manufacturing and fashion. *Digital Entrepreneurship* will appeal to students and researchers in the areas of digital strategy/innovation and information systems management. It will also be of interest to practitioners looking to develop or innovate digital ventures.

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# Digital Entrepreneurship

## *Management, Systems and Practice*

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## Abbreviations

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3D	three-dimensional
AI	artificial intelligence
API	application programming interface
AR	augmented reality
BBC	British Broadcasting Corporation
CA	California
CEO	chief executive officer
CIC	community interest company
CIO	chief information officer
CMO	chief marketing officer
CRM	customer relationship management
CTO	chief technology officer
e-commerce	electronic commerce
EHS	environment, health and safety
FDA	Food and Drug Administration
EU	European Union
GDP	gross domestic product
GPS	Global Positioning System
H1	First Half
HTML	Hypertext Markup Language
HTTP	Hypertext Transfer Protocol
ICT	information and communication technologies
IoT	Internet of Things
IP	Internet Protocol address
IPO	initial public offering
IPR	intellectual property rights
IT	information technology
KPI	key performance indicator
m-commerce	mobile commerce
MPEG	Moving Picture Experts Group
NGOs	nongovernmental organizations
OEE	overall equipment effectiveness

## List of Abbreviations

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OLED	organic light-emitting diode
PC	personal computer
PDF	Portable Document Format
PPC	pay-per-click
Q&A	questions and answers
R&D	research and development
RFID	radio-frequency identification
ROI	return on investment
RSS	rich site summary   really simple syndication
SEO	search engine optimization
SME	small to medium-sized enterprise
SMS	short message service
STEM	science, technology, engineering and mathematics
TV	television
UK	United Kingdom
URL	Uniform Resource Locator
US	United States
USA	United States of America
USD	United States dollar(s)
VC	venture capital
VIP	very important person
VP	vice president