Key Challenges and Opportunities in Web Entrepreneurship

Part of the Advances in E-Business Research Book Series

Alexandru Capatina (Dunarea de Jos University of Galati, Romania) and Elisa Rancati (University of Milan – Bicocca, Italy & Beta Consulting, Italy)

Description:

The development of web technologies has enhanced the availability of online business opportunities for entrepreneurs. By implementing these new technologies, business growth is ensured and the global economy is strengthened.

**Key Challenges and Opportunities in Web Entrepreneurship** is a pivotal reference source for the latest research on bridging the gaps between theoretical and practical issues in the field of digital entrepreneurship. Featuring extensive coverage on relevant areas such as e-business, crowdfunding, and vertical social networks, this publication is an ideal resource for researchers, academics, practitioners, and students interested in recent trends on entrepreneurial endeavors in the digital age.

**ISBN:** 9781522524663  
**Release Date:** June, 2017  
**Copyright:** 2017  
**Pages:** 300

**Topics Covered:**

- Business Model Development
- Content Marketing Strategies
- Crowdfunding
- E-Business
- Online Business Planning
- Open Innovation Model
- Vertical Social Networks

**Hardcover:** $205.00  
**E-Book:** $205.00  
**Hardcover + E-Book:** $245.00

**Order Information**

Phone: 717-533-8845 x100  
Toll Free: 1-866-342-6657  
Fax: 717-533-8661 or 717-533-7115  
Online Bookstore: www.igi-global.com