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Products that can be stored, produced, and disseminated in a digital form can be referred to as digital products. Digital products involve some combination of text, images, audio, video, and computer programs. They have unique advantages such as very low marginal costs for production, storage, and distribution, but also involve the disadvantage of increased opportunities for product piracy.

Digital Product Management, Technology, and Practice: Interdisciplinary Perspectives covers a wide range of digital product management issues and offers some insight into real-world practice and research findings. Experts in several disciplines from around the world offer their views on the technical, operational, and strategic challenges that face digital product managers and researchers now and in the next several decades.

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- Pricing in the digital age
- Financing digital product companies
- Accounting for digital products
- How digital product companies can use social media
- Digital convergence
- Software as a service
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