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.

Vincenzo Morabito is Associate Professor at the Management & Technology Department, Bocconi University (Università Commerciale Luigi Bocconi), Milan, Italy. He has participated in various research projects, many financed by Italian Ministry of University and Scientific Research (Ministero dell'Università e della Ricerca Scientifica e Tecnologica).
Digital Entrepreneurship

Management, Systems and Practice

Vincenzo Morabito

*Bocconi University*
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## Abbreviations

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

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