

# Key Challenges and Opportunities in Web Entrepreneurship

Part of the Advances in E-Business Research Book Series

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## 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.



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## Topics Covered:

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

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