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Released: September 2010

Digital Product Management, Technology and Practice: Interdisciplinary Perspectives

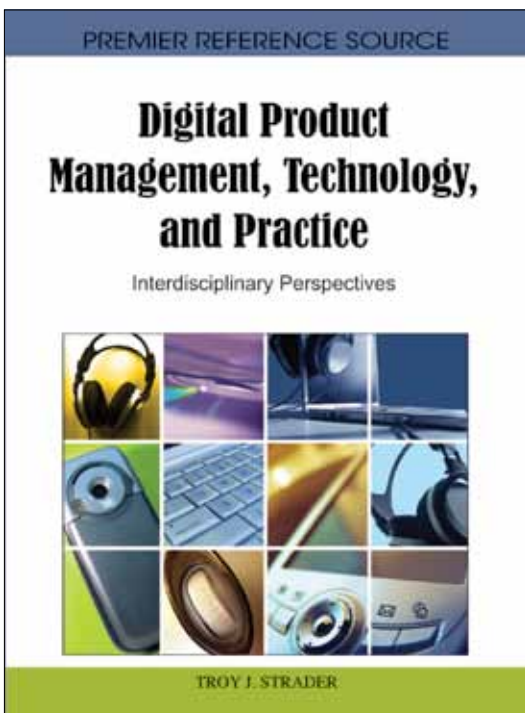
Troy J. Strader (Drake University, USA)

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.

Topics Covered:

- DRM protection technologies
- 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
- Piracy, copyright and consumers' rights
- Digital technology in the 21st century



ISBN: 9781616928773; © 2011; 316 pp.

Print: US \$180.00 | Perpetual: US \$255.00 | Print + Perpetual: US \$360.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Troy J. Strader is Professor of Information Systems in the Drake University College of Business and Public Administration. Dr. Strader received his Ph.D. in Business Administration (Information Systems) from the University of Illinois at Urbana-Champaign in 1997. He has taught computer programming and technology strategy courses and his research interests include digital product management, online consumer behavior, information technology adoption, mobile commerce, and the impact of the Internet and e-business on initial public offerings. Dr. Strader has published in the *International Journal of E-Commerce*, *Communications of the ACM*, *the European Journal of Information Systems*, *the Journal of the Association of Information Systems*, *Decision Support Systems*, and other academic and practitioner journals and books. He has co-edited two books, the *Handbook on Electronic Commerce*, and *Mobile Commerce: Technology, Theory and Applications*. Prior to beginning his faculty career he worked as a computer programmer and information systems analyst.



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