

# Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy

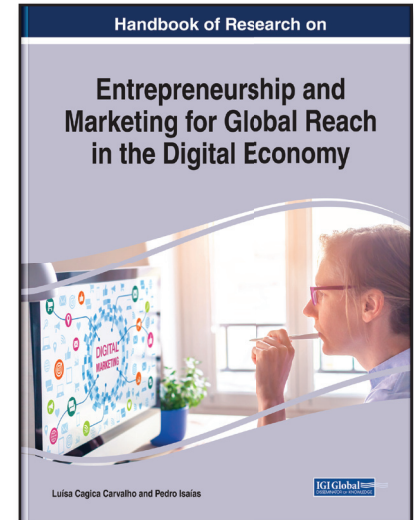
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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## Description:

The digital economy is a driver of change, innovation, and competitiveness for international businesses and organizations. Because of this, it is important to highlight emergent and innovative aspects of marketing strategies and entrepreneurial approaches to overcome the challenges of the digital world.

The **Handbook of Research on Entrepreneurship and Marketing for Global Reach in the Digital Economy** provides innovative insights into the key developments and new trends associated with online challenges and opportunities. The content within this publication represents research encompassing corporate social responsibility, economic policy, and female entrepreneurship, and it is a vital reference source for policymakers, managers, entrepreneurs, graduate-level business students, researchers, and academicians seeking coverage on topics centered on conceptual, technological, and design issues related to digital developments in the economy.



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## Topics Covered:

- Corporate Social Responsibility
- Digital Commerce
- Digital Marketing
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- Economic Policy
- Female Entrepreneurship
- Search Engines
- Social Entrepreneurship
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