

Table of contents provided by Syndetics

- **Preface: Entrepreneurship in a Digital World** (p. vii)
- **1 Digital Entrepreneurship: New Opportunities and Challenges** (p. 1)
- **2 Choosing a Digital Business Idea** (p. 21)
- **3 Creating a Digital Business Design** (p. 41)
- **4 Building a Business Prototype** (p. 57)
- **5 Digital Content for Business** (p. 77)
- **6 Business Prototype Look and Feel** (p. 91)
- **7 Business Prototype Features** (p. 103)
- **8 Web Analytics** (p. 121)
- **9 Creating and Tracking Business Goals** (p. 139)
- **10 Usability and Customer Experience** (p. 157)
- **11 Customer Acquisition in a Digital World** (p. 171)
- **12 Digital Business Experiments** (p. 193)
- **13 Launching a New Digital Business Venture** (p. 213)
- **Key Terms** (p. 235)
- **Appendices** (p. 239)
- **Index** (p. 243)