The Next Big Thing: Developing Your Digital Business Idea (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices)

Barbara Gottfried Hollander

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Many of the richest young entrepreneurs in the world have earned their money by developing digital products. Digital products are goods and services that can be stored, used, and delivered in an electronic format. Today, they include a wide variety of products, such as apps, Web sites, blogs, games, and online social networks. Technological advancementsincluding the continual release of new platformsprovide a growing number of opportunities for young digital entrepreneurs. The author explains how to develop a concept for a digital product that users will love. In addition, chapters cover practical matters involved in creating a start-up, including evaluating the market, writing a business plan, and protecting one's intellectual property. Stories of real-life teen entrepreneurs enliven the text and inspire the reader.

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