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Nota di contenuto	Introduction -- 1. Introduction to African Digital Entrepreneurship; Nasiru D. Taura, Elvira Bolat and Nnamdi O. Madichie -- 2. Innovation Hubs in Africa: What Do They Really Do for Digital Entrepreneurs?; Nicolas Friederici -- 3. Renegotiating Legitimacy in the Digital Age: Insights from Nigeria; Nasiru D. Taura, Obiajulu Christopher Ede and Oladokun Ogunniyi -- 4. The African New Media Digital Revolution:

Selected Cases from Nigeria; Elvira Bolat -- 5. The Impact of New Media (Digital) and Globalisation on Nollywood; Nnamdi O. Madichie, Dele O. Ajakaiye and Vanessa Ratten -- 6. Shifting Cultural Capital: Kenyan Arts in Digital Spaces; Paula Callus -- Part V. Inclusive Technology: Gender Inequality, Poverty and Digital Ecosystems -- 7. Technopreneurship: A Discursive Analysis of the Impact of Technology on the Success of Women Entrepreneurs in South Africa; Bridget Irene -- 8. The Nature of Corporate Digital Agricultural Entrepreneurship in Ghana; George Acheampong -- 9. Agri-tech Opportunities at the Bottom of the Pyramid: How Big Is the Opportunity and How Little Has Been Exploited? Selected Cases from Nigeria; Ali Mihammad Garba.-10. What Next for Digital Entrepreneurship in Sub-Saharan Africa?; Nnamdi O. Madichie, Nasiru D. Taura and Elvira Bolat.

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## Sommario/riassunto

This pioneering collection seeks to understand why and how some digital enterprises in Africa progress while others firms either stagnate or regress. Using a range of detailed case studies, it addresses the challenges and barriers that are in place and how some outstanding digital firms deal with operating in a hostile business environment. While digital platforms have created equal access for small businesses, many digital entrepreneurs in Africa continue to struggle with local environments replete with corruption, and other economic inefficiencies. The contributions move the debate forward by addressing the challenges, opportunities, and prospects of digital enterprise in Africa. Placing special emphasis on how African new entrant digital firms are shaping the landscape and forging a new beginning for Africa, this book offers entrepreneurial perspectives to both researchers and policy-makers seeking to support and stimulate entrepreneurship in the new era.

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