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Nota di contenuto	1. The Broad and Narrow Definition of E-Commerce -- 2. Evaluative Framework for Digital Competitiveness -- 3. Website-Centric Shopping Experience -- 4. Socially Responsible Online Marketing- 5. Algorithms – the New Leaders of the Advertising Market -- 6. The Credibility of Online Recommendations -- 7. The Relationship Between Product Placement and Shopping Intentions on Instagram -- 8. Product Endorsement by Opinion Leaders – the Case of YouTube Community.
Sommario/riassunto	The COVID-19 pandemic has been a very strong reminder that the future economic development of any country is more than ever influenced by its ability to ramp-up digital competitiveness. Consequently, enterprises were pushed to assess and develop the possibilities offered by e-commerce and online marketing tools. In this book, experts outline the prerequisites for such online marketing competitiveness and compare the current level of digital marketing

competitiveness in Europe by using publicly available macro and micro-level data. The authors present their analyses and recommendations including interviews with over 125 online marketers and e-commerce specialists and present the lessons from digitalization of over 600 SMEs.

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