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Nota di contenuto	Front Cover -- Contents -- Foreword -- Acknowledgments -- About the Authors -- Main Messages -- Overview -- Abbreviations -- Chapter 1 Digital Technologies: Enabling Technological Transformation for Jobs -- What are digital technologies? -- Africa's jobs and technology challenges -- Impacts of digital technology use on jobs and poverty -- Africa's large internet uptake gap -- Data and knowledge gaps for future work -- Notes -- References -- Chapter 2 Enterprises: Creating Better Jobs for More People through Innovation -- Digital technology use by African enterprises -- COVID-19 and digital divides -- Drivers of enterprise use -- Technology policies for more and better firms -- Notes -- References -- Chapter 3 Households: Supporting Productive Use of DTs for Inclusive Economic Impact -- Household internet use is low, uneven, but growing -- The COVID-19 paradox: Increased internet usage but widened digital divides -- Understanding constraints to household internet use -- A policy framework to transform use into inclusive impact -- Conclusion -- Notes -- References -- Chapter 4 Digital and Data Infrastructure: Stimulating Greater Availability and Use through Policy and Regulatory Reforms -- Market challenges of internet connectivity: Affordability, use, and quality -- Affordability to increase use -- Availability to reduce digital divides -- Data infrastructure and regulation for affordability and

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Sommario/riassunto

All African countries need better and more jobs for their growing populations. This publication shows that broader use of productivity-enhancing digital technologies by enterprises and households is imperative to generate such jobs, including for lower-skilled people. At the same time, broader use can support not only countries' short-term objective of postpandemic economic recovery but also their vision of economic transformation with more inclusive growth. These outcomes are not automatic, however. Mobile internet availability has increased throughout the continent in recent years, but Africa's uptake gap is the highest in the world. Areas with at least 3G mobile internet service now cover 84 percent of country populations averaged across Sub-Saharan Africa, but only 22 percent use such services. The average African business lags in the use of smartphones and computers, as well as more sophisticated digital technologies that catalyze further productivity gains. Two issues explain the usage gap: the affordability of these new technologies and the willingness to use them. For the 40 percent of Africans below the extreme poverty line, mobile data plans alone would cost one-third of their incomes-in addition to the price of access devices, apps, and electricity. Data plans for small and medium businesses are also more expensive than in other regions. Moreover, shortcomings in the quality of internet services-and in the supply of attractive, skill-appropriate apps that promote entrepreneurship and raise earnings-dampen people's willingness to use them. For those countries already using these technologies, the development payoffs are significant. New empirical studies for this report add to the rapidly growing evidence that mobile internet availability directly raises enterprise productivity, increases jobs, and reduces poverty across Africa. To realize these and other benefits more widely, Africa's countries must implement complementary and mutually reinforcing policies to strengthen both consumers' ability to pay and willingness to use digital technologies. These interventions must prioritize productive use to generate large numbers of inclusive jobs in a region poised to benefit from a massive, youthful workforce-one projected to become the world's largest by the end of this century.

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and calculations. This comprehensive yet practical approach incorporates a global perspective that appeals to entrepreneurs, investors, and students with diverse backgrounds, knowledge, and experience. From Facebook to Camera+, Gary Gibbons, Robert D. Hisrich, and Carlos M. DaSilva use real-world examples and their professional experiences to bring concepts to life. This text is one of the most readable books in the market without compromising high quality content and resources.
