Digital Technology: A Vehicle for Making Rural Businesses Competitive

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EXECUTIVE SUMMARY

Small businesses in Appalachia are far removed from major urban population and commerce centers. However, through the use of technology, firms have been able to seek out new customers, address their needs, and be competitive. These firms overwhelmingly spend 1-5 percent of revenue on technology. 83 percent use computers and as the company grows, so does its computer need. Firm's larger than $1 million place a higher value on technological information. Use of the Internet in marketing is growing across firms of all sizes. There is ample evidence that utilization of technology enhances revenue, reduces costs, and helps business stay competitive.

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