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Technology Ventures by Dorf, Richard C., December 1, 2006, McGraw-Hill Education edition, in English

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For business, engineering, and science students and professionals who demand a comprehensive guide to high-growth entrepreneurship, Technology Ventures is the leading resource for analyzing opportunities and building new enterprises. Drawing on the latest academic research and practitioner insights, Technology Ventures integrates clear theoretical frameworks with action-oriented examples and exercises. Its broad perspective on "technology," including clean tech, information technology and the life sciences, ensures wide-ranging appeal to anyone with an interest in high-potential ventures. Entrepreneurship is playing a vital role in finding solutions to the huge challenges facing civilization, including health, communications, security, infrastructure, education, energy and the environment. The extensive features in this edition include: Expanded coverage of customer engagement, the customer development process and the latest insights on business model design. Special attention to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech. Enhanced organisation of key topics, including intellectual property, the new venture organisation, and marketing and sales. Extensive web-based resources, including syllabi and presentations, additional cases and business plans, and hundreds of videos of entrepreneurs and leaders.

Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as technology entrepreneurship. Now in its second edition, this book integrates the most valuable entrepreneurship and technology management theories from some of the world's leading scholars and educators with current examples of new technologies and an extensive suite of media resources. Dorf and Byers comprehensive collection of action-oriented concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. Technology Ventures details the critical differences between scientific ideas and true business opportunities.

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Dorf's name appears first on the earlier editions.

Information and communication technologies related to digital networks enable the continued rise of entrepreneurial business opportunities and inventive business models. E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology provides a unique and quintessential overview of the current state of conceptual and empirical research at the interface of e-business and entrepreneurship research. Contributing an enhanced understanding of the important interface of e-business and entrepreneurship, this reference publication brings together leading academics and practitioners from around the world, offering essential reading material for students, educators, managers, entrepreneurs, and political decision makers interested in applying and fostering e-business concepts in an entrepreneurial environment.

This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

With the global economy in a precarious position, nurturing new entrepreneurial high-technology firms is likely to comprise a key component of any policy to encourage economic growth, both in developed and developing countries. Recent high-technology ventures – such as retailing in the music industry – have shown how entrepreneurs can radically change, or even replace, the structure of existing industries. High-Technology Entrepreneurship introduces and analyzes all the major aspects of high-technology small-firm formation and growth. Locational and functional aspects of the process, as well as how contexts for development may vary between developed and developing economies are also discussed. Other key topics that are addressed include: how high technology firms originate in theory and practice entrepreneurship theory incubators, science parks and clustering entrepreneurial strategy and finance. Students taking Master's-level courses in entrepreneurship, technology, innovation, academic enterprise and industrial development will find this an essential textbook for completing their studies.

The focus of this book is on technology ventures – how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It is a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and markets in mind Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit

Integrating theory and practice, this book provides students with the knowledge, skills and practical approaches needed to deal with the challenges involved in managing, commercialising and marketing technological innovation and new business development.

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