Technology Entrepreneurship: Creating, Capturing, and Protecting Value

Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

Technology Entrepreneurship: Creating, Capturing, and Protecting Value

Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

Technology Entrepreneurship: Creating, Capturing, and Protecting Value Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter
Recognizing the unique needs of the technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market. Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. A full supplements package, including instructor manual and lecture notes, makes it easy to get the course up and running.

* Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture
* In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation, issues of most relevance to technology start-ups
* Extensive discussion of technology management and continuous innovation as a competitive advantage
* Addresses the issue of leading, managing, motivating, and compensating technical workers
* More time on the fundamentals of marketing and selling, as these are elements of entrepreneurshipcommonly most neglected by engineers and scientists

Download and Read Free Online Technology Entrepreneurship: Creating, Capturing, and Protecting Value Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

---

From reader reviews:

Walter Berry:

The book Technology Entrepreneurship: Creating, Capturing, and Protecting Value will bring you to definitely the new experience of reading the book. The author style to explain the idea is very unique. In case you try to find new book you just read, this book very appropriate to you. The book Technology Entrepreneurship: Creating, Capturing, and Protecting Value is much recommended to you to read. You can also get the e-book in the official web site, so you can quicker to read the book.

Henry Brown:

The book untitled Technology Entrepreneurship: Creating, Capturing, and Protecting Value is the publication that recommended to you to read. You can see the quality of the book content that will be shown to you. The language that writer use to explained their ideas are easily to understand. The writer was did a lot of investigation when write the book, so the information that they share to you personally is absolutely accurate. You also will get the e-book of Technology Entrepreneurship: Creating, Capturing, and Protecting Value from the publisher to make you a lot more enjoy free time.

Lynn Lambert:

A lot of people always spent their own free time to vacation or perhaps go to the outside with them loved ones or their friend. Do you know? Many a lot of people spent that they free time just watching TV, or perhaps playing video games all day long. In order to try to find a new activity here is look different you can read any book. It is really fun for yourself. If you enjoy the book that you just read you can spent all day long to reading a e-book. The book Technology Entrepreneurship: Creating, Capturing, and Protecting Value it is quite good to read. There are a lot of folks that recommended this book. They were enjoying reading this book. If you did not have enough space bringing this book you can buy the particular e-book. You can m0ore quickly to read this book through your smart phone. The price is not too costly but this book possesses high quality.

John Stewart:

Reading a book to become new life style in this yr; every people loves to read a book. When you go through a book you can get a lots of benefit. When you read ebooks, you can improve your knowledge, since book has a lot of information into it. The information that you will get depend on what forms of book that you have read. If you would like get information about your research, you can read education books, but if you act like you want to entertain yourself you can read a fiction books, this sort of us novel, comics, in addition to soon. The Technology Entrepreneurship: Creating, Capturing, and Protecting Value offer you a new experience in studying a book.

Download and Read Online Technology Entrepreneurship: Creating, Capturing, and Protecting Value Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter #H9DNG63ICVX

Read Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter for online ebook

Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter books to read online.

Online Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter ebook PDF download

Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter Doc

Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter Mobipocket

Technology Entrepreneurship: Creating, Capturing, and Protecting Value by Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter EPub