



Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace

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



Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

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's 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

 [Download Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace.pdf](#)

 [Read Online Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace.pdf](#)

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace

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

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

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's 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

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter **Bibliography**

- Sales Rank: #623344 in Books
- Published on: 2014-09-05
- Released on: 2014-08-22
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .89" w x 7.50" l, 1.88 pounds
- Binding: Paperback
- 394 pages

 [Download Technology Entrepreneurship, Second Edition: Takin ...pdf](#)

 [Read Online Technology Entrepreneurship, Second Edition: Tak ...pdf](#)

Download and Read Free Online Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter

Editorial Review

About the Author

Thomas Duening previously was the director of entrepreneurial programs for the Ira A. Fulton Schools of Engineering at Arizona State University. He obtained his undergraduate degree from the University of Wisconsin-Stevens Point and then attended the University of Minnesota, where he received his master's degree in philosophy of science and his doctorate in higher education administration. While completing his Ph.D., Duening was a consultant at Robert S. Banks, Associates, Inc., an international consulting firm serving the electric utility industry. He also has served in many executive positions, including president of U.S. Learning Systems, LLC, vice president for Content Development at Edgia, Inc., and still remains owner and CEO of the consulting firm INSYTE Business Research Group. Before joining ASU in September 2004, Duening successfully launched the Entrepreneurial and Venture Development Center at the University of Houston-Downtown. For nine years, he was the assistant dean for administration, and international and executive programs at the C.T. Bauer College of Business at the University of Houston main campus. Duening is the author of numerous journal articles, and he is the author of 12 books on investing in entrepreneurship, including *Technology Entrepreneurship* released Aug. 19, 2009.

Dr. Robert H. Hisrich is the Garvin Professor of Global Entrepreneurship and Director of the Global Entrepreneurship Center at Thunderbird. He is also president of H&B Associates, a marketing and management consulting firm he founded. He has authored or co-authored fourteen books, including *Entrepreneurship: Starting, Developing, and Managing a New Enterprise* (translated into nine languages and now in its sixth edition), *The 13 Biggest Mistakes that Derail Small Businesses and How to Avoid Them*. Dr. Hisrich has served on the editorial boards of The Journal of Business Venturing, Entrepreneurship Theory and Practice, Journal of Small Business Management, and Journal of International Business and Entrepreneurship. He has instituted academic and training programs such as the university/industry training program in Hungary, a high school teachers entrepreneurship training program in Russia, an Institute of International Entrepreneurship and Management in Russia, and an Entrepreneurship Center in Ukraine.

Michael A. Lechter, Esq., is Counsel to the international law firm of Squire, Sanders & Dempsey L.L.P., and Adjunct Professor in the Entrepreneurship Program in the Ira A. Fulton School of Engineering at Arizona State University. He is the bestselling author of *OPM, Other People's Money, How to Attract Other People's Money For Your Investments - The Ultimate Leverage*, Warner Books, 2005. An internationally known expert in the field of intellectual property, his clients have included everything from authors, breweries and professional sports teams to venture capitalists and medical manufacturers. Michael writes a monthly column for INC.com on Start-Up Businesses & Entrepreneurship. He is also contributing author to *Licensing Best Practices: The LESI Guide to Strategic Issues and Contemporary Realities*. He has lectured extensively throughout the world on intellectual property law and entrepreneurship. Upon request of the House Judiciary Committee he has submitted testimony to the Congress of the United States, and has participated in various United Nations and foreign government proceedings on intellectual property law and technology transfer.

Users Review

From reader reviews:

Jacqueline Campbell:

This Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace book is just not ordinary book, you have it then the world is in your hands. The benefit you get by reading this book will be information inside this guide incredible fresh, you will get data which is getting deeper anyone read a lot of information you will get. That Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace without we realize teach the one who reading it become critical in contemplating and analyzing. Don't be worry Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace can bring any time you are and not make your carrier space or bookshelves' become full because you can have it within your lovely laptop even phone. This Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace having very good arrangement in word along with layout, so you will not sense uninterested in reading.

Frank Johnson:

The experience that you get from Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace is the more deep you excavating the information that hide into the words the more you get serious about reading it. It doesn't mean that this book is hard to recognise but Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace giving you buzz feeling of reading. The copy writer conveys their point in certain way that can be understood by simply anyone who read it because the author of this guide is well-known enough. This particular book also makes your personal vocabulary increase well. Making it easy to understand then can go along, both in printed or e-book style are available. We advise you for having this kind of Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace instantly.

Erma Ward:

Reading a publication tends to be new life style with this era globalization. With reading you can get a lot of information that can give you benefit in your life. Along with book everyone in this world may share their idea. Textbooks can also inspire a lot of people. Lots of author can inspire their reader with their story or maybe their experience. Not only the story that share in the guides. But also they write about the knowledge about something that you need illustration. How to get the good score toefl, or how to teach children, there are many kinds of book which exist now. The authors on this planet always try to improve their proficiency in writing, they also doing some study before they write to the book. One of them is this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace.

Curtis Hernandez:

As a pupil exactly feel bored to reading. If their teacher expected them to go to the library in order to make summary for some publication, they are complained. Just little students that has reading's heart or real their leisure activity. They just do what the trainer want, like asked to the library. They go to presently there but nothing reading critically. Any students feel that examining is not important, boring in addition to can't see colorful images on there. Yeah, it is to be complicated. Book is very important for yourself. As we know that on this period, many ways to get whatever we wish. Likewise word says, ways to reach Chinese's country. So , this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace can make you

feel more interested to read.

Download and Read Online Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter #DQK4I3XAWN

Read Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter for online ebook

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace 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, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter books to read online.

Online Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter ebook PDF download

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter Doc

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter MobiPocket

Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter EPub

DQK4I3XAWN: Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter