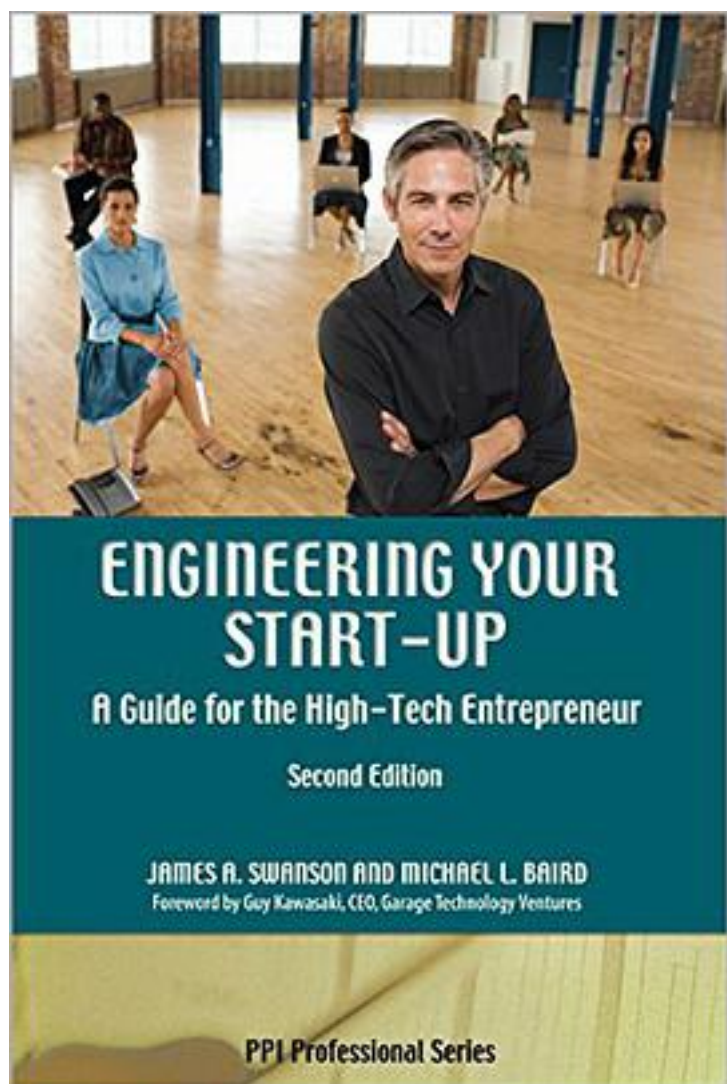


Engineering Your Start-Up



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The economy may not be great, but there are still plenty of entrepreneurs around with great ideas for high-tech start-ups. If you are one of them, this book will help you succeed. It gives you all the basic information you need to make your great idea a business reality.

Updated for today's business and economic climate, the new, fully revised edition of Engineering Your Start-Up is the complete guide to launching and growing a successful high-tech company. The authors, both successful veterans of many start-ups, focus you squarely on the fundamentals of making a new business work.

They demystify the start-up process with frank advice, insider's tips, and in-depth analysis. On-point case studies show you what to do--and what to avoid. An expanded list of resources steers you to help when you need it. You'll learn what it takes for you to create and manage a start-up, and the personal characteristics required for success in your new venture.

Engineering Your Start-Up offers a dose of reality for all aspects of the start-up world. Among the topics covered: securing funding (or surviving until you do), dealing with venture capitalists, writing a business plan, creating a management team, market positioning, stock ownership and grant practices, protecting intellectual property, and many other topics.

Engineering Your Start-Up is a distillation of the key lessons of the high-tech start-up world. As a new entrepreneur, you'll find it a book you go back to again and again.

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