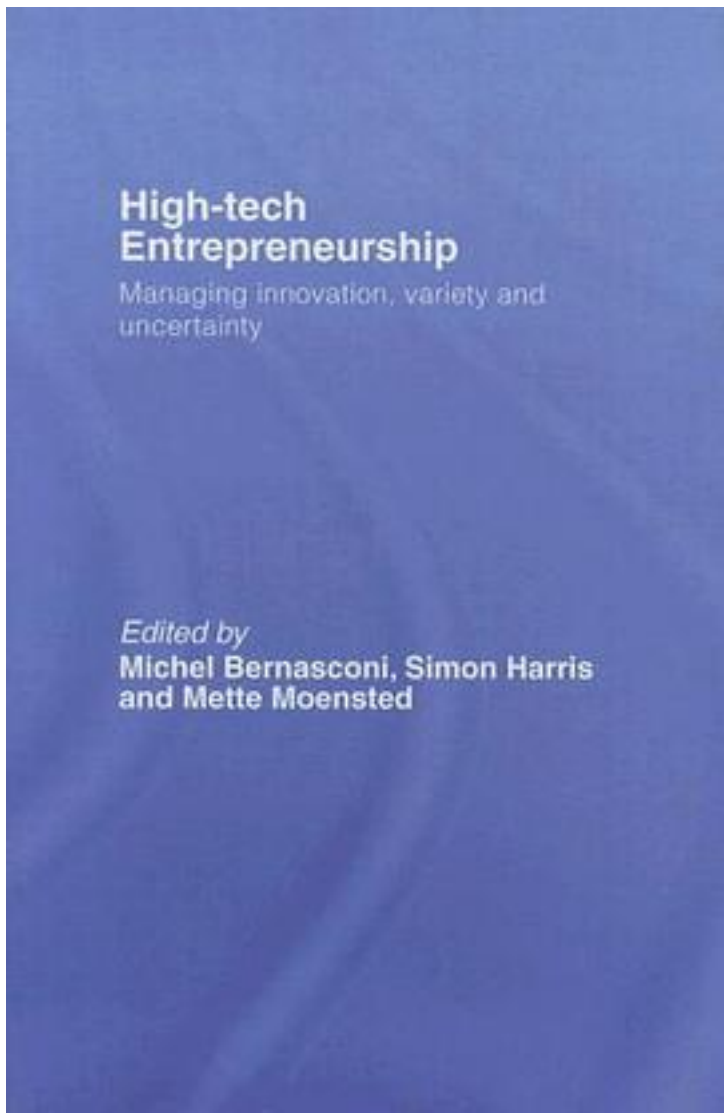


# High-tech Entrepreneurship



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High-tech businesses form a crucial part of entrepreneurial activity -- in some ways presenting very typical examples of entrepreneurship, yet in some ways representing quite different challenges. The uncertainty in innovation and advanced technology makes it difficult to use conventional economic planning models, and also means that the management skills used in this area must be more responsive to issues of risk, uncertainty and evaluation than in conventional business opportunities. Specifically focusing on the mix of theory and practice needed to accurately inform students, the key topics covered include: uncertainty and innovation entrepreneurial finance marketing technological innovations high-tech incubation management. Including case studies to give practical insights into genuine business examples, this comprehensive book has a distinctly 'real-world' focus throughout. Edited by a multi-national team, it draws together leading writers and researchers from across Europe, making it a must-read for all those involved in advanced entrepreneurship with specific interests in high-tech start-ups.

作者介绍:

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