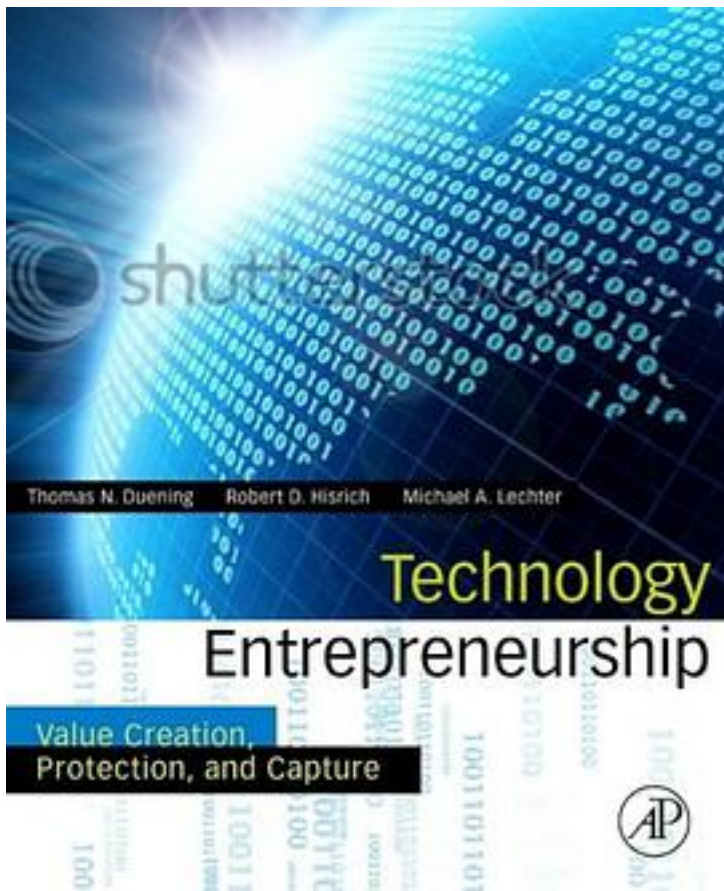


Technology Entrepreneurship



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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;
- * a more in-depth examination of intellectual property development and management than is common in business-focused entrepreneurship texts;
- * a more in-depth treatment of valuation, deal structuring, and equity preservation issues than is common in business-focused entrepreneurship texts;
- * extensive discussion of technology management and continuous innovation as a competitive advantage;
- * addresses the issue of leading, managing, motivating, and compensating technical workers;
- * spends more time on the fundamentals of marketing and selling, as these are elements of entrepreneurship often most neglected by engineers and scientists;

作者介绍:

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