



# 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:**

**Hilda Dumas:**

This Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace are reliable for you who want to be a successful person, why. The main reason of this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace can be one of several great books you must have is giving you more than just simple studying food but feed anyone with information that possibly will shock your prior knowledge. This book will be handy, you can bring it almost everywhere and whenever your conditions both in e-book and printed versions. Beside that this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace forcing you to have an enormous of experience including rich vocabulary, giving you demo of critical thinking that could it useful in your day task. So , let's have it and enjoy reading.

**Joshua Matthews:**

Your reading 6th sense will not betray you actually, why because this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace book written by well-known writer who really knows well how to make book that could be understand by anyone who also read the book. Written inside good manner for you, leaking every ideas and writing skill only for eliminate your own personal hunger then you still question Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace as good book not simply by the cover but also by the content. This is one book that can break don't judge book by its handle, so do you still needing one more sixth sense to pick that!? Oh come on your reading sixth sense already said so why you have to listening to another sixth sense.

**Anthony Rouse:**

This Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace is fresh way for you who has intense curiosity to look for some information mainly because it relief your hunger details. Getting deeper you on it getting knowledge more you know or else you who still having little bit of digest in reading this Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace can be the light food for yourself because the information inside this kind of book is easy to get by means of anyone. These books build itself in the form which is reachable by anyone, sure I mean in the e-book application form. People who think that in publication form make them feel tired even dizzy this book is the answer. So there is no in reading a book especially this one. You can find what you are looking for. It should be here for you. So , don't miss that! Just read this e-book style for your better life as well as knowledge.

**Cara Shaver:**

Do you like reading a guide? Confuse to looking for your selected book? Or your book was rare? Why so many concern for the book? But just about any people feel that they enjoy to get reading. Some people likes looking at, not only science book but also novel and Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace as well as others sources were given know-how for you. After you know how the great a book, you feel would like to read more and more. Science reserve was created for teacher or maybe students especially. Those textbooks are helping them to bring their knowledge. In different case, beside science reserve, any other book likes Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace to make your spare time a lot more colorful. Many types of book like here.

**Download and Read Online Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter #602IYM4OUWQ**

# **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**

**602IYM4OUWQ: Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter**