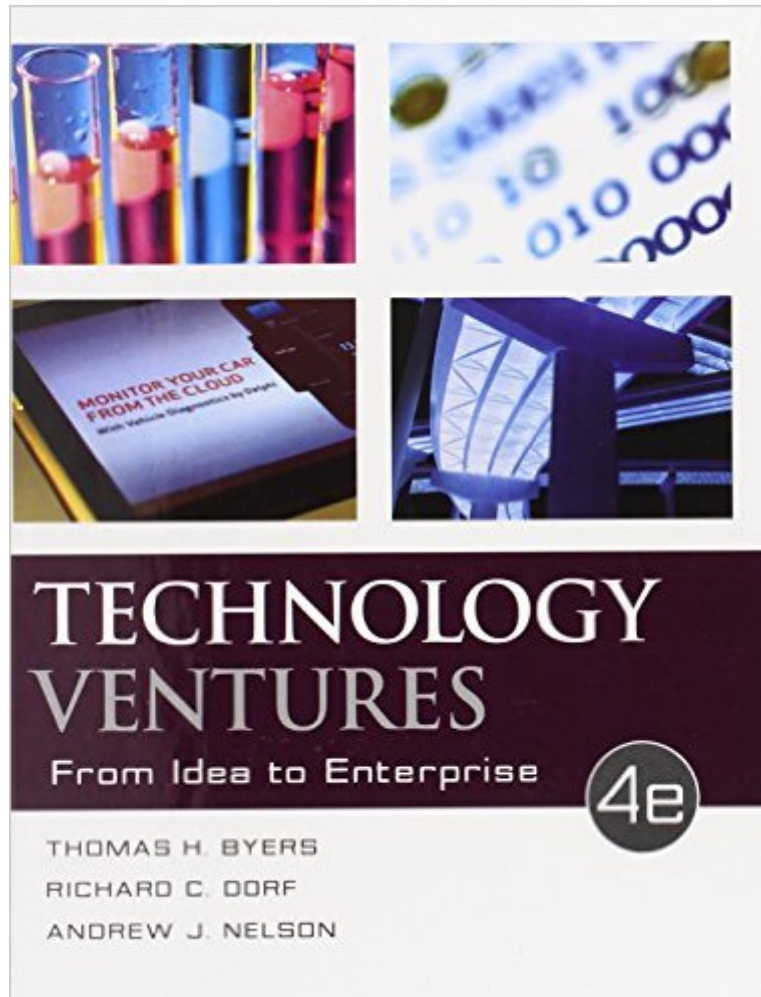# Technology Ventures: From Idea To Enterprise

Synopsis

For business, engineering, science, and professional students who demand a comprehensive guide to high-growth entrepreneurship, Technology Ventures is the leading resource for analyzing opportunities and building new enterprises. Drawing on the latest academic research and practitioner insights, Technology Ventures integrates clear theoretical frameworks with action-oriented examples and exercises. Its broad perspective on "technology," including clean tech, information technology, and the life sciences - ensures wide-ranging appeal to anyone with an interest in high-potential ventures. Entrepreneurship is playing a vital role in finding solutions to the huge challenges facing civilization, including health, communications, security, infrastructure, education, energy and the environment. Coverage on customer engagement, the customer development process, and the latest insights on business model design, have been expanded. Special attention has been paid to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech. The organization of key topics such as: intellectual property, the new venture organizations, and marketing and sales, has been enhanced. Also available with this edition are additional web-based resources, including syllabi and presentations, additional cases and business plans, and hundreds of videos of entrepreneurs and leaders.

Book Information

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Customer Reviews

Technology Ventures is a book that I'll be keeping for a long time. It is a bit expensive (it's a text

book, so this is not unexpected), but unlike many other books, you'll probably keep this one.It covers the basics of launching a business, and it discusses legal issues, marketing, and HR in an engaging format.Who should read this book:If you have an academic background in technology, and want to launch a new business, this book will be perfect for youWho should not read this book:If you are looking for a quick, light read, this book will be too much for you. Also, if you're looking for information about social media marketing tactics, this book won't really help youWhat I like about this book is that it really provides you with everything you need to know about launching a technology company. It covers everything, from the conception stage, to the legal issues. It is taught to Stanford students, and with good reason; its a very good book.Jason[...] (Visit us for more entrepreneurial advice on technology ventures)

Well the layout is a little weird. Not like normal textbooks but it is broken up by main sections then by subsections and I honestly didn't read much more than the 3rd or 4th chapter because of the way it was written. The text is a light blue color which makes it somewhat hard to read for long periods of time. Starts to blend in with the white paper.The content was dry and nothing I hadn't really learned in marketing or entrepreneurship classes.EDIT: I guess the 4th edition had black ink. This review is for the 3rd addition.

The title says it all - if it is a required book for your class then get it. I got this beginning of 2012 when I finishing my senior year in college. As an electrical engineering major, I referred to my textbooks a great deal. I actually kept most of my textbooks from undergrad (I may be a bit of a hoarder), but not this one. The reason was simple, I didn't find this book to be particularly useful. I took an entrepreneurship course that required this book. This book has very basic econ mixed in with real world examples. It will talk about strategies of a start-up business and then discuss how /google/p&g/etc. do so well. Honestly it is like a blended in version of econ and wikipedia, so not so good.I feel that most textbooks bought on this site are school related so you have to get it. But if there is a choice, I would go with a different book.

As far as text books go I like this more than most. While it lacks pictures, there are several diagrams and charts that make the material easier to grasp. The best part about this book is its constant use of real world companies as examples to explain the points they make in each chapter. Good for novice and advanced students of this topic.

Want to start a business using today's technology or marketing a technology product, This is the handbook for step by step and analysis of each business approach to starting, limping along, crashing, restarting, soaring, hesitating, and potentially succeeding in the business endeavor. Great Selling to Everyone (including Investor Angels and Venture Capitalists!!).

Its setup in a way that intersperses real-life problems which is nice. Some of the examples are starting to show their age though which is probably not great for a technology book.

This book provides an overview of management thinking relating to all the key areas of a technology based start up - I'm involved in one myself and have found this book a helpful reference point and resonates very closely with what we've been doingIgnore the comments rating this 1-2 stars - these are possibly from undergrad students who have little business experience - of course business theory isn't black and white due to the nature of business - but the tools / frameworks recommended are in line with best practice

Book came in on time and was undamaged. Condition was like what the description stated. Happy with my purchase.

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