



## Technology Ventures: from Idea to Enterprise (4th International edition)

By Thomas H. Byers, Richard C. Dorf, Andrew Nelson

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Technology Ventures: from Idea to Enterprise (4th International edition), Thomas H. Byers, Richard C. Dorf, Andrew Nelson, For business, engineering, and science students and professionals 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. The extensive features in this edition include: expanded coverage of customer engagement, the customer development process and the latest insights on business model design; special attention to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech; enhanced organisation of key topics, including intellectual property, the new venture organisation, and marketing and sales; and extensive web-based resources, including syllabi and presentations, additional cases and business plans, and...

### Reviews

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