



Technology Ventures: From Idea to Enterprise

Richard C. Dorf, Thomas H. Byers

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Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as “technology entrepreneurship.” Entrepreneurship represents a vital source of change in all facets of society, empowering individuals to seek opportunity where others see insurmountable problems. Technology entrepreneurship is a style of business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills. The book integrates the most valuable entrepreneurship and technology management theories from some of the world’s leading scholars and educators. It provides an action-oriented approach through the use of examples, exercises, cases, sample business plans, and recommended sources for more information. This comprehensive collection of concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. *Technology Ventures* details the critical differences between scientific ideas and true business opportunities.

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