



# Technology Entrepreneurship, Second Edition: Taking Innovation to the Marketplace

By Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter



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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

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## **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.

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