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## Nota di contenuto

Cover; Title Page; Copyright; Contents; List of Contributors; Foreword; Preface; List of Abbreviations; Chapter 1 Introduction; 1.1 Introduction; 1.2 Importance of SMEs; 1.3 Inspiring Innovation for Engineers; 1.4 Rationale; 1.5 Focus; 1.6 Processes and Organization of Course; 1.7 Breakdown of Book Material; References; Chapter 2 Idea Generation, Filtering and Development; 2.1 Introduction; 2.2 Timeline; 2.3 Team Structure; 2.3.1 Team-Working Theory; 2.3.2 Team Roles; 2.4 Idea Generation; 2.4.1 Mentor Role; 2.4.2 Role of the Team; 2.4.3 Role of the Individual; 2.4.4 Imitation  
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5.9 Conclusions

## Sommario/riassunto

"The book provides vital insights into commercial development for engineering students in a highly practical and applied manner. Over the past 3 years, application of the book's material has allowed the students to develop their commercial literacy and ambition in the University."-Steve Orr, Director, Northern Ireland Science Park  
CONNECT program which looks to accelerate the growth of knowledge-based