

1. Record Nr.	UNINA9910140799503321
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Titolo	Commercialization of innovative technologies [[electronic resource] ] : bringing good ideas to the marketplace / / C. Joseph Touhill, Gregory J. Touhill, Thomas A. O'Riordan
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, : AIChE, c2008
ISBN	1-282-77428-X 9786612774287 0-470-92536-1 0-470-92535-3
Descrizione fisica	1 online resource (272 p.)
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Disciplina	658.4063 658.5/77
Soggetti	Technological innovations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 239-240) and index.
Nota di contenuto	Establishing perspective -- Our perspective -- Developing an endgame -- Finding ideas -- Investing in ideas -- Assessing ideas -- Paying for and controlling ideas -- Developing ideas -- Designing and building technology -- Demonstrating technology -- Standardizing technology -- Packaging technology -- Applying technology -- Marketing and selling technology -- Tracking technology -- Monitoring technology -- Improving technology -- Building on success and learning from failure.
Sommario/riassunto	This book helps you find innovative new technology ideas and guides you through the complete lifecycle of product innovation, including screening, funding, development, and commercialization. It gives you an edge by enabling you to start off with a solid foundation and strategy. Commercialization of Innovative Technologies focuses on three core areas that set the stage for successful commercialization: Developing and managing a strong, flexible ""innovation team"" of inventors, investors, technologists, and entrepreneurs; building a portfolio that spreads risk; leveraging input from tec

