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Nota di contenuto	Intro -- Introduction and Preface -- Personal Advantages -- Purpose and Target Audiences -- The Need for Academic Entrepreneurship -- The Structure of This Book -- Contents -- Chapter 1: University Culture -- The University Reward Structure -- Rewards Based on Patented Technologies -- Rewards Based on Job Creation, Economic Benefits to the Community, and Enhanced Competitiveness of Existing Industries -- Institutional Entrepreneurial Support -- Universities Must Keep Faith with Their Entrepreneurs -- Lessons from Chap. 1 -- References -- Chapter 2: Reasons Why a University Faculty Member Might Want to Become Entrepreneurial: Whether With or Without Involvement of a Commercial Entity -- Why Universities Need Entrepreneurial Faculty -- The Difficulties of Commercializing University Technologies -- Motivation of Academic Scientists for Entrepreneurship -- The Valleys of Death for University Technologies -- References -- Chapter 3: Innovations in Biology --

Biolistics, Inc. and Sanford Scientific -- The Big Ideas Behind Biolistics and Sanford Scientific -- Lessons from Biolistics Inc. and Sanford Scientific -- CRISPR -- The Big Ideas from CRISPR -- Lessons from CRISPR -- Susan McCouch Rice Genetics Laboratory, Cornell University -- The Big Ideas Behind the Rice Project -- Lessons from the Rice Project -- The System of Rice Intensification -- The Big Ideas Underlying SRI -- Lessons from SRI -- Broccoli Project (No New Company): An Academic-Private Partnership -- The Big Ideas Behind the Broccoli Project -- Lessons from the Broccoli Project -- The Trichoderma Effort: Several Companies Have Been Involved -- The Big Ideas Behind the Trichoderma Project -- Lessons from the Trichoderma Project -- Lessons from Chap. 3 -- References -- Chapter 4: Conflicts of Interest and Commitments -- COI Policies and Enforcement Are Essential.

Ideal Goals of COI Regulations -- Types and Categories of COI Situations -- Transparency Is a Key Element -- Situations Where COI Probably Cannot Be Managed and Must Be Avoided -- Other Situations of Conflict of Interest -- Ownership of Inventions by Academic Entrepreneurs -- The Cornell Conflict of Interest Policy -- Transparency and Implementation of COI Rules -- Academic Entrepreneurs Need Rewards as Well as Roadblocks and Difficulties -- Lessons from Chap. 4 -- References -- Chapter 5: Formation of Companies from an Academic Base -- Chapter 6: Agreements, Contracts, Regulatory Affairs, and Royalties -- Confidentiality and Material Transfer Agreements -- Publication Agreements -- Contracts -- Regulatory Affairs -- Royalties -- Patents.
