Record Nr. UNINA9910808813103321 Technological innovation: generating economic results / / edited by **Titolo** Marie C. Thursby Pubbl/distr/stampa Bingley, England:,: Emerald Group Publishing Limited,, 2016 ©2016 **ISBN** 1-78635-237-0 Edizione [2nd ed.] Descrizione fisica 1 online resource (432 pages): illustrations Collana Advances in the study of entrepreneurship, innovation and economic growth, , 1048-4736;; v. 26 Altri autori (Persone) ThursbyMarie Disciplina 338.064 Soggetti Business & Economics - Entrepreneurship Entrepreneurship Technological innovations New products Intellectual property Strategic planning Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico Nota di bibliografia Includes bibliographical references. Nota di contenuto Appropriability strategies to capture value from innovation / Marco Ceccagnoli, Frank Rothaermel -- Identifying and evaluating market opportunities / Marie Thursby, Margi Berbari -- The benefits and liabilities of multidisciplinary commercialization teams: how professional composition and social networks influence team processes / Leslie Vincent, Jill Perry-Smith -- Introduction to legal means for protecting intellectual property / Anne Rector, Marco Ceccagnoli, Bunny Sandefur, Meadow Clamendin, Louise Hallenborg -- The America invents act: a new patent system for the 21st century / Timothy Holbrook -- Intellectual property and technology startups: what entrepreneurs tell us / Stuart Graham, Ted Sichelman -- FDA regulatory approval process for medical products / William Kitchens --Competitive advantage in technology intensive industries / Frank Rothaermel -- Marketing strategies for commercialization of new

technologies / Leslie Vincent -- Commercialization strategies:

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Valuing early stage companies / Michael Blake -- Term sheets: valuing investments in emerging technology companies / Michael Blake -- Licensing inventions from entrepreneurial universities: the context of Bayh-Dole / Marie Thursby, Anne Rector.

We are pleased to present this 2nd edition of Technological Innovation, originally published in 2008. Profiting from technological innovation is a key strategic challenge in technology-intensive industries because it requires not only scientific and engineering expertise, but also an understanding of how business and legal factors facilitate commercialization. This volume presents a multidisciplinary view of issues in technology commercialization and entrepreneurship. Chapters cover commercializing inventions in the context of the legal system and the complementary assets needed; the benefits and liabilities associated with multidisciplinary commercialization teams, including a basic guide to patents and designs; elements of strategy, including industry analysis and strategy, marketing strategy, and alliances; and finally, the financial issues in commercialization.