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Altri autori (Persone)	ThursbyMarie
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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: cooperation versus competition / Briana Sell Stenard, Marie Thursby --

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.

Sommario/riassunto

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.
