

1. Record Nr.	UNINA9910815428703321
Titolo	Technological innovation : generating economic results // edited by Gary D. Libecap, Marie C. Thursby
Pubbl/distr/stampa	Amsterdam ; ; London, : Elsevier JAI, 2008
ISBN	1-280-77163-1 9786613682406 1-84950-532-2
Edizione	[1st ed.]
Descrizione fisica	1 online resource (357 p.)
Collana	Advances in the study of entrepreneurship, innovation and ; ; v. 18
Altri autori (Persone)	LibecapGary D ThursbyMarie
Disciplina	338.47000941
Soggetti	Technological innovations - Economic aspects New products Intellectual property Business enterprises - Finance Strategic planning
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.
Nota di contenuto	Introduction / Marie C. Thursby -- Appropriating the returns from innovation / Marco Ceccagnoli, Frank T. Rothaermel -- Patents and technology commercialization : issues and opportunities / Margo A. Bagley -- Beyond patents : the role of copyrights, trademarks, and trade secrets in technology commercialization / Stuart J.H. Graham -- Marketing strategy considerations in the commercialization of new technologies : an overview and framework for strategy development / Leslie H. Vincent -- Competitive advantage in technology intensive industries / Frank T. Rothaermel -- Technology commercialization : cooperative versus competitive strategies / Anne W. Fuller, Marie C. Thursby -- Introduction to finance and valuing early stage technology / Matthew J. Higgins -- Venture capital financing and documentation / William J. Carney -- The anatomy of contracts in licensing : the context of Bayh-Dole / Anne M. Rector, Marie C. Thursby -- The benefits and liabilities of multidisciplinary commercialization teams : how professional composition and social networks influence team processes

/ Jill Perry-Smith, Leslie H. Vincent -- Intellectual property protection in the global economy / Louise Hallenborg, Marco Ceccagnoli, Meadow Clendenin.

Sommario/riassunto

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. First, the strategic options available to an innovating firm attempting to commercialize inventions are presented in the context of the legal system and the complementary assets needed for commercialization. Next, the benefits and liabilities associated with multidisciplinary commercialization teams are covered. The chapters on intellectual property include a basic guide to patents, designs, copyrights, trademarks and trade secrets and marks, as well as an analysis of how these mechanisms can be viewed as complements in commercialization. Issues and challenges associated with US laws such as Bayh-Dole are covered. Three chapters cover elements of strategy including industry analysis and strategy, marketing strategy, alliances and other strategies for technology commercialization. The final chapters cover financial issues in commercialization, with a guide to different techniques used in valuing early stage technologies, steps in obtaining venture capital funding, and an analysis of the role of contracts and nondisclosure agreements in licensing of early stage inventions.
