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Nota di contenuto	So, you have a game-changing discovery...Congratulations! -- Now what? Protect your intellectual property -- Are they buying what you're selling? The search phase -- Friend or foe : the tech transfer office and licensing -- Proof-of-concept centers : bridging the innovation gap -- Start-up management : you've to kiss a lot of frogs... -- Graduate students and post-docs, start-up your career -- Incubators and accelerators, it's time to move out -- Do you believe in angels? Financing your company -- Your roadmap : avoid the potholes.
Sommario/riassunto	"The pathway to bringing laboratory discoveries to market is poorly understood and generally new to many academics. This book serves as an easy-to-read roadmap for translating technology to a product launch - guiding university faculty and graduate students on launching a start-up company"--