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2.3.3 Matrix of Functions and Applications; 2.3.4 Value Analysis; 2.3.5 Technological Competition; 2.4 Commercial Analysis  
2.4.1 Influence Matrix and Drive/Dependence Matrix 2.4.2 Customer Behavior Towards Innovation; 2.4.3 Analysis of Key Commercial Success Factors; 2.5 Defining a Price; 2.5.1 The Cost Comparison Study: Step 1; 2.5.2 The Cost Comparison Study: Step 2; 2.6 Quantified Diagnostic and Simulations; 2.6.1 Simulations on the Diagnostic Matrix; 2.6.2 Exploitation of the Diagnostic Matrix; 3 Management Thinking and Strategic Planning for Small Nanotechnology Businesses; 3.1 Strategic Planning: from Segment Action Plan to Business Action Plan; 3.2 Co-Developing with a Big Player  
3.2.1 The Six Sigma Method to Stimulate a Disruptive Change 3.2.2 Management Tools for Change; 3.3 Mastering the Translation Process; 3.3.1 Example; 3.3.2 Nanotechnology Team Building; 3.4 Formulating a Strategy; 3.5 Implementing the Strategy; 4 Conclusions; 5 Appendix; References; Asia-Pacific Nanotechnology: Research, Development, and Commercialization; 1 Nanotechnology Funding in the Asia-Pacific Region; 2 Commercialization Efforts; 3 Private Investment in Nanotechnology; 4 Advantages of Collaborating with Asians; 5 Appendix  
Cooperation with Small- and Medium-Sized Enterprises Boosts Commercialization 1 The Company; 2 Scope; 3 Proposition: In Current Technology Markets, Commercial Success of New Product Ideas Evolves from Cooperation; 4 Proposition: Innovations Get on a Fast Track to Market if Implemented in SME; 5 Proposition: Competencies of SME and Inventors are Complementary Rather than Competing; 6 Summary; References; Rapid Commercialization of Nanotechnology in Japan: from Laboratory to Business; 1 Background: Japan at the Crossroads; 2 Motivation and Strategy: Shake up Unique People  
3 Research and Development of a New Idea

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Sommario/riassunto

Two exciting worlds of science and technology - the nano and micro dimensions. The former is a booming new field of research, the latter the established size range for electronics, and for mutual technological benefit and future commercialization, suitable junctions need to be found. Functional nanostructures such as DNA computers, sensors, neural interfaces, nanooptics or molecular electronics need to be wired to their 'bigger' surroundings. Coming from the opposite direction, microelectronics have experienced an unprecedented miniaturization drive in the last decade, pushing ever further

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