DESCRIPTION

This book helps you find innovative new technology ideas and guides you through the complete lifecycle of product innovation, including screening, funding, development, and commercialization. It gives you an edge by enabling you to start off with a solid foundation and strategy. *Commercialization of Innovative Technologies* focuses on three core areas that set the stage for successful commercialization: Developing and managing a strong, flexible "innovation team" of inventors, investors, technologists, and entrepreneurs; building a portfolio that spreads risk; leveraging input from technologists throughout the commercialization process.

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FEATURES

- Emphasizes the importance of the innovation team (inventor/innovator, investor, technologist, and entrepreneur)
- Addresses tactical issues such as how to find, fund, develop, design, and demonstrate innovative technology
- Explains the life cycle of product innovation and the dynamics of bringing good technological innovations into practice
  - Addresses one of the fastest growing curricula in higher education today with more than 1,600 colleges offering courses technological entrepreneurship and innovation

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