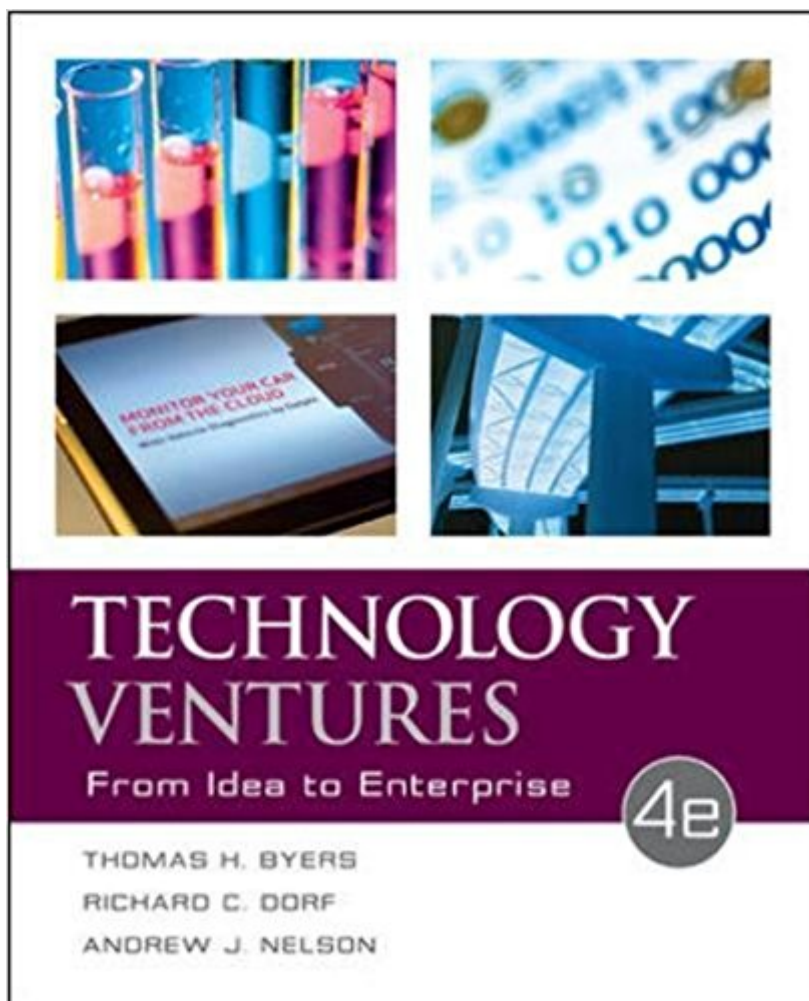


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# Technology Ventures: From Idea To Enterprise



## Synopsis

For business, engineering, science, and professional students who demand a comprehensive guide to high-growth entrepreneurship, *Technology Ventures* is the leading resource for analyzing opportunities and building new enterprises. Drawing on the latest academic research and practitioner insights, *Technology Ventures* integrates clear theoretical frameworks with action-oriented examples and exercises. Its broad perspective on "technology," including clean tech, information technology, and the life sciences - ensures wide-ranging appeal to anyone with an interest in high-potential ventures. Entrepreneurship is playing a vital role in finding solutions to the huge challenges facing civilization, including health, communications, security, infrastructure, education, energy and the environment. Coverage on customer engagement, the customer development process, and the latest insights on business model design, have been expanded. Special attention has been paid to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech. The organization of key topics such as: intellectual property, the new venture organizations, and marketing and sales, has been enhanced. Also available with this edition are additional web-based resources, including syllabi and presentations, additional cases and business plans, and hundreds of videos of entrepreneurs and leaders.

## Book Information

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## Customer Reviews

Andrew J. Nelson is Assistant Professor of Management at the University of Oregon's Lundquist

College of Business, where he teaches courses in strategy and entrepreneurship. He received his Ph.D. and B.A. degrees from Stanford University and his M.Sc. from Oxford University. Prior to joining the University of Oregon, he held the post of Lecturer in management science and engineering at Stanford University. Dr. Nelson is well known for his research into university-based entrepreneurship. Richard C. Dorf is Professor of Electrical Engineering and Professor of Management at the University of California, Davis. He is author of Introduction to Electric Circuits (7th Ed.), Modern Control Systems (10th Ed.), Handbook of Electrical Engineering (3rd Ed.), Handbook of Engineering (2nd Ed.), and Handbook of Technology Management. He is the co-founder of six technology firms and was recently elected a Fellow Member in The American Society for Engineering Education (ASEE) in recognition of his outstanding contributions to the Society. Tom Byers is Professor of Management Science and Engineering at Stanford University and founder of the Stanford Technology Ventures Program, which is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms. After receiving his Ph.D. from UC Berkeley, Tom spent over a decade in leadership positions in technology companies including Symantec Corporation. His teaching awards include Stanford's highest honor in 2005 and three national awards for entrepreneurship educators.

In case you don't know, the lead author, Professor Byers, teaches entrepreneurship and engineering at Stanford "one of the best-fit places on Earth to equip aspiring entrepreneurs with the skills they need to follow their dreams. However, you wouldn't be able to tell the depth of Professor Byers' intellect by this book alone "it merely skims the surface of many areas within launching a business. It's great for what it sets out to do. It also crunches numbers wherever it can, which is refreshing after reading similar books that talk in the abstract.

The title says it all - if it is a required book for your class then get it. I got this beginning of 2012 when I finishing my senior year in college. As an electrical engineering major, I referred to my textbooks a great deal. I actually kept most of my textbooks from undergrad (I may be a bit of a hoarder), but not this one. The reason was simple, I didn't find this book to be particularly useful. I took an entrepreneurship course that required this book. This book has very basic econ mixed in with real world examples. It will talk about strategies of a start-up business and then discuss how /google/p&g/etc. do so well. Honestly it is like a blended in version of econ and wikipedia, so not so good. I feel that most textbooks bought on this site are school related so you have to get it. But if there is a choice, I would go with a different book.

Well the layout is a little weird. Not like normal textbooks but it is broken up by main sections then by subsections and I honestly didn't read much more than the 3rd or 4th chapter because of the way it was written. The text is a light blue color which makes it somewhat hard to read for long periods of time. Starts to blend in with the white paper. The content was dry and nothing I hadn't really learned in marketing or entrepreneurship classes. EDIT: I guess the 4th edition had black ink. This review is for the 3rd addition.

This is an excellent book for someone who wants to start a technology venture. A lot of the examples are from Silicon Valley. There were a few typos and erroneous facts, but that does not decrease the value of this book. It does tend to be repetitious at times, but it is never boring.

Its setup in a way that intersperses real-life problems which is nice. Some of the examples are starting to show their age though which is probably not great for a technology book.

Nothing you cannot find in peer-reviewed journals or in other sources. The cases and examples are well curated and well written, though.

As far as text books go I like this more than most. While it lacks pictures, there are several diagrams and charts that make the material easier to grasp. The best part about this book is its constant use of real world companies as examples to explain the points they make in each chapter. Good for novice and advanced students of this topic.

Shipping was great, this book is very informative, I feel like it's all the start up books I read combine

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