Managing Technology Entrepreneurship and Innovation

By Paul Trott, Dap Hartmann, Patrick van der Duin, Victor Scholten, J. Roland Ortt

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Managing Technology Entrepreneurship and Innovation is the first textbook for non-business based entrepreneurship courses, focussed on students with a background in science and technology. Its comprehensive, rigorous and yet accessible approach originates from the authors' considerable experience mentoring students as they turn their technological ideas into real-life business ventures. .

The text is separated into three parts providing a roadmap for successful entrepreneurial projects:

Part I focusses on how to create your venture, turning technology into businesses and how to link together entrepreneurship and innovation

Part II shows you how to grow your venture and make it profitable, looking at the early development of academic spin-outs and how to adapt your technology to the customers' needs.

Part III takes you through the day-to-day running on your business; whether to adopt a contingency or contextual approach, how to develop new products and services and alternative options for growth.

With a wide range of practical steps, lists of things to consider and guidelines on how to turn your technology based ideas into a successful business, this text will be essential for all non-business students who need to understand entrepreneurship, management and innovation. It will also prove a useful introduction to all Masters-level students taking these subjects in business schools.

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Editorial Review

Review

'This is an interesting, timely, well researched and well presented book. It creatively combines theory and practice, making the material enjoyable, accessible and useful. It underscores the intimate link between innovation and entrepreneurship. I particularly like the attention to the authors have shown to the effect of context on innovation and technological entrepreneurship. The book offers a great foundation for understanding how entrepreneurial activities create value and enhance technological progress.' - *Shaker A. Zahra, University of Minnesota, USA*

'Managing Technology Entrepreneurship and Innovation provides engineering students, aspiring to become an entrepreneur, a great service by discussing various aspects essential for technology-based start-ups. The level of detail when discussing for instance the technology-based opportunities, the protection of intellectual property and the innovation system in which technology-based start-ups operate, make this book resource worthy for every entrepreneur to support his decision making when managing the tech start-up.' - *Tom Elfring, Professor of Strategic Management and Entrepreneurship, Faculty of Economics and Business Administration, VU University Amsterdam, Netherlands*

'Managing Technology Entrepreneurship and Innovation is the right book at the right time: it is clear, actionable, and shows the way forward in a disciplined way.' - *Ken Morse, Chairman & CEO, Entrepreneurship Ventures Inc.*

About the Author

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