

Technology Ventures: From Idea to Enterprise

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For business, engineering, and science students and professionals 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.

The extensive features in this edition include:

Extensive web-based resources, including syllabi and presentations, additional cases and business plans, and hundreds of videos of entrepreneurs and leaders.

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