


[DOWNLOAD](#)


## Engineering the High Tech Start Up: Fundamentals and Theory, Volume I (Paperback)

By Cory R a Hallam, William Flannery

Momentum Press, United States, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This two-volume set has been written primarily for engineers, technicians, and scientists who are contemplating the unknown but attractive world of technological entrepreneurship, a key driver of economic growth in developed countries and critical in stimulating growth in developing countries. The purpose is to prepare these professionals as members of teams focusing on commercializing new technology-based products. The material has also been used to introduce engineering students to the processes involved in technological entrepreneurship. Volume one provides a background of fundamentals and theory to prepare the reader for the venture launch. Topics include the entrepreneurial process, the venture team, developing and marketing high tech products, and launching the new venture. Volume two goes into detail in critical areas such as intellectual property protection, legal forms of organization, financial projections, and business plan preparation and delivery. The primary emphasis is focused on creating lean and agile organizations capable of recognizing opportunities, quickly developing introductory products for small test markets to better define the opportunities, and using the results of those test markets to arrive at a product with wide acceptance capable of driving...



[READ ONLINE](#)

[ 4.1 MB ]

### Reviews

*I just started off looking over this ebook. It is actually loaded with wisdom and knowledge Its been developed in an remarkably simple way in fact it is simply after i finished reading through this book where basically modified me, modify the way i believe.*

-- **Josie Koch IV**

*A top quality publication and also the font employed was interesting to learn. It is really simplistic but excitement within the fifty percent from the book. Its been designed in an remarkably basic way in fact it is only following i finished reading this pdf where in fact changed me, modify the way i believe.*

-- **Rachel Stiedemann**