RESOURCE

Technology Ventures: From Idea to Enterprise

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Description / Abstract

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 ensures wide-ranging appeal to anyone with an interest in high-potential ventures. Special attention has been paid to university technology commercialization, open source innovation, and opportunities in mobile, digital health, 3D printing, and energy tech.

Publication year

2019

Publisher

McGraw Hill

Keywords

Ventures Technology

Thematic Tagging

Private Sector

Language English

View resource

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● Tool

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D1.03

Source URL: https://iwrmactionhub.org/resource/technology-ventures-idea-enterprise