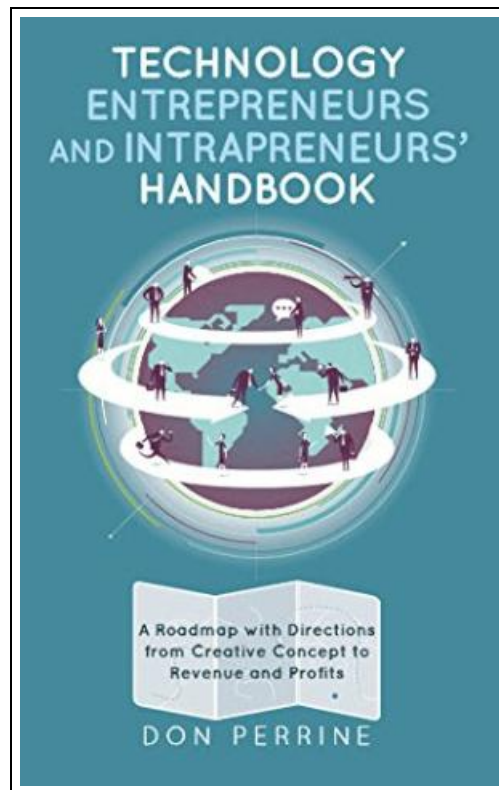


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Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The purpose of this book is to enable entrepreneurs, intrapreneurs, product managers, senior managers and others engaged in the commercialization of technology products and services to think through critical aspects of the commercialization process. Yet, why should anyone care? Technology entrepreneurs have a 1 in 10 chance of success and corporate intrapreneurs have an even lower success rate. So the reader's reason to care might be simply moving the odds of success in their favor! This book can serve as a: Roadmap of what to expect at each step to commercialization; Source of conceptual information about each step; Plan for high and mid-level actionable detail on each step; Resources recommendation for each step's more detailed understanding and implementation. There are many books that speak to different pieces, each going into great depth and offering valuable insights. However, few if any offer the overview that puts it all together into a complete, common-sense picture. Often technology entrepreneurs and intrapreneurs have technical backgrounds, yet find themselves facing integral roles in the commercialization of a technology. For them, the material in this book should be especially useful. Another intention is that this book can be used as a handbook; that is, it can be either read or accessed for specific topics that may be relevant at any time. It should cause the reader to think about processes and topics they may have overlooked. All of the topics are treated at a fairly high level, deliberately. Located at both the end of each chapter and in the References and Resources chapter at the end of the book there is a list of books, articles and web sites that can provide the...



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