Managing Technology Entrepreneurship and Innovation

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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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