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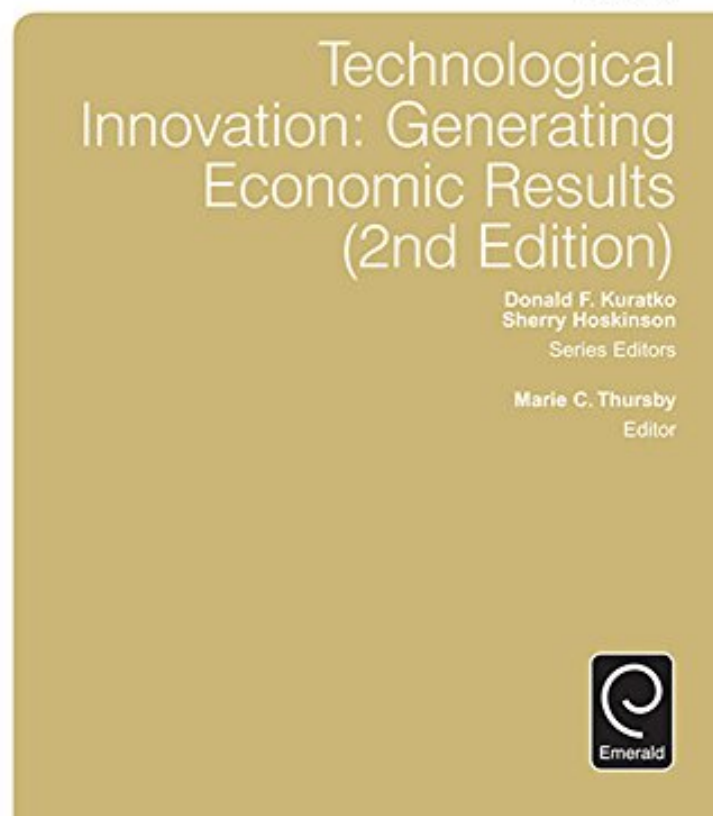
Technological Innovation: Generating Economic Results: 26 (Advances in the Study of Entrepreneurship, Innovation Economic Growth)

Marie C. Thursby

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Advances in the Study of Entrepreneurship, Innovation and
Economic Growth
Volume 26



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Entrepreneurship, Innovation Economic Growth):

We are pleased to present this 2nd edition of Technological Innovation, originally published in 2008. Profiting from technological innovation is a key strategic challenge in technology-intensive industries because it requires not only scientific and engineering expertise, but also an understanding of how business and legal factors facilitate commercialization. This volume presents a multidisciplinary view of issues in technology commercialization and entrepreneurship. Chapters cover commercializing inventions in the context of the legal system and the complementary assets needed; the benefits and liabilities associated with multidisciplinary commercialization teams, including a basic guide to patents and designs; elements of strategy, including industry analysis and strategy, marketing strategy, and alliances; and finally, the financial issues in commercialization.

About the Author Dr. Donald F. Kuratko (known as "Dr. K") is the Jack M. Gill Distinguished Chair of Entrepreneurship; Professor of Entrepreneurship; and Executive Academic Director of the Johnson Center for Entrepreneurship Innovation at the Kelley School of Business, Indiana University - Bloomington. He is considered a prominent scholar and national leader in the field of entrepreneurship, authoring over 190 articles and 30 books on aspects of entrepreneurship and corporate innovation, including one of the leading entrepreneurship books in the world today, *ENTREPRENEURSHIP: THEORY, PROCESS, PRACTICE*. Dr. K was honored by his peers in *Entrepreneur* magazine as the #1 Entrepreneurship Program Director in the nation, as well as being selected one of the Top Entrepreneurship Professors in the United States by *Fortune* magazine. Professor Kuratko has been named one of the Top 50 Entrepreneurship Scholars in the world and was the inaugural recipient of the Karl Vesper Entrepreneurship Pioneer Award for his career dedication to developing the field of entrepreneurship. The Academy of Management has honored Dr. K with the Entrepreneurship Advocate Award for his contributions to the development of the discipline of entrepreneurship, and the Entrepreneurship Mentor Award for his work in the scholarly development of Ph.D. students and junior-level faculty in the entrepreneurship field.