



Technology Ventures: From Idea to Enterprise

By Richard C. Dorf

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Technology Ventures is the first textbook to thoroughly examine a global phenomenon known as “technology entrepreneurship.” Entrepreneurship represents a vital source of change in all facets of society, empowering individuals to seek opportunity where others see insurmountable problems. Technology entrepreneurship is a style of business leadership that involves identifying high-potential, technology-intensive commercial opportunities, gathering resources such as talent and capital, and managing rapid growth and significant risks using principled decision-making skills. The book integrates the most valuable entrepreneurship and technology management theories from some of the world’s leading scholars and educators. It provides an action-oriented approach through the use of examples, exercises, cases, sample business plans, and recommended sources for more information. This comprehensive collection of concepts and applications provides both students and professionals with the tools necessary for success in starting and growing a technology enterprise. *Technology Ventures* details the critical differences between scientific ideas and true business opportunities.

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Editorial Review

About the Author

Richard C. Dorf is Professor of Electrical Engineering and Professor of Management at the University of California, Davis. He is author of *Introduction to Electric Circuits* (7th Ed.), *Modern Control Systems* (10th Ed.), *Handbook of Electrical Engineering* (3rd Ed.), *Handbook of Engineering* (2nd Ed.), and *Handbook of Technology Management*. He is the co-founder of six technology firms and was recently elected a Fellow Member in The American Society for Engineering Education (ASEE) in recognition of his outstanding contributions to the Society.

Tom Byers is Professor of Management Science and Engineering at Stanford University and founder of the Stanford Technology Ventures Program, which is dedicated to accelerating high-technology entrepreneurship education and creating scholarly research on technology-based firms. After receiving his Ph.D. from UC Berkeley, Tom spent over a decade in leadership positions in technology companies including Symantec Corporation. His teaching awards include Stanford's highest honor in 2005 and three national awards for entrepreneurship educators.

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