



Becoming a Successful Techpreneur

By Dr. Jelena Vucetic

Xlibris Corporation. Paperback. Book Condition: New. Paperback. 604 pages. Dimensions: 9.1in. x 6.1in. x 1.5in. Aspiring high-tech entrepreneurs around the world dream about starting their own business. Their ideas for a new product or service may be innovative, attractive to the market and financially very promising. However, most of these ideas will not be transformed into commercial products due to the inventors lack of courage to start his or her own business, insufficient financing, inadequate management, fierce competition, poor market timing or ineffective product launch. Also, modern business environment has become more challenging for new entrepreneurs, due to: increased global competition and pressure to minimize the operating costs, increased technological complexities and demands for multidisciplinary, virtual teams, limited financing opportunities, and growing pressure to protect the intellectual property. Focusing on unique challenges of starting, growing and selling a high-tech business, this book addresses the following issues: - Making a decision to start a business; - Ownership and control; - Organizational, legal and administrative issues; - Creating new high-tech products and markets; - Effective financing and strategic alternatives as the business grows; - Understanding intellectual property and other business laws; - Dealing with the global competition; - Leveraging on information technology; -...



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