

THE Electronic Business SERIES



MANAGING *High-Tech Start-ups*

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Managing High Tech Start Ups

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Managing High Tech Start Ups:

Managing High-Tech Start-Ups Duncan MacVicar, Darwin Throne, 2013-10-22 Managing High Tech Start Ups equips engineers with a basic tool kit for founding a high tech manufacturing company It gives would be entrepreneurs insightful knowledge on how to attack such problems as developing a marketing plan a sales plan targets pricing hiring a sales force evaluating marketing results and correcting problems The book emphasizes how to correctly identify a problem so time is spent on its causes and not on its symptoms Particular emphasis is placed on the marketing aspects of new engineering ventures since marketing is usually not part of an engineer s experience yet is so vital in the success or failure of a new venture The authors take the reader step by step through the process of marketing evaluation and developing a product plan

High-tech Entrepreneurship Michel Bernasconi, Simon Harris, Mette Moensted, 2006 Edited by a multi national team this comprehensive book focuses on the blend of theory and practice needed to accurately inform advanced entrepreneurship students of the specifics of high tech start ups Managing Complexity in High Technology Organizations Mary Ann Young Von Glinow, Susan Albers Mohrman, 1990 High technology which accounts for a rapidly growing section of the global workforce presents a different set of management problems than have usually been encountered by traditional industry In this book Von Glinow Mohrman and their expert contributors discuss the reasons for this difference and define new organizational forms for global high technology management Propounding a revolutionary approach to high technology management issues they explore management teams high velocity environments and high technology marketing as well as human resource considerations including team interdependence compensation and culture clash **Management**

Technology , 1983 **Engineering Your Start-up** Michael L. Baird, 1992 Written for engineers and other technology professionals this book is a complete guide to launching and growing a successful high tech company The author an engineer with 20 years of technology and business management experience brings a dose of reality to discussions of financing stock options business plans market positioning and many other topics His in depth analysis and instructive case studies make this an essential guide for every entrepreneur Each of these books is a compact source of information for working engineers The career guides explain how to protect their ideas improve their job skills and build their careers The references provide useful at your fingertips data on engineering economics unit conversion and the metric system Business Periodicals Index , 1987

Integrative Management, Innovation, and New Venturing Menachem Terkel, 1991 High-tech Start-up Ventures in Japan , 1984 California Management Review , 2010 The Essentials of Risk Management, Third Edition Michel Crouhy, Dan Galai, Robert Mark, 2023-08-01 The bible of risk management fully updated for an investing landscape dramatically altered by social and technological upheavals When it was first published in 2005 The Essentials of Risk Management became an instant classic in risk management Now the authors provide a comprehensively updated and revised edition to help you succeed in a world rocked by unprecedented changes Combining academic research with real world

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