



Cases on Technology Innovation: Entrepreneurial Successes and Pitfalls (Premier Reference Source)

S. Ann Becker

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Innovations in technology over the past 20 years offer great insight into entrepreneurial successes and pitfalls. Much of technology innovation is the result of pioneers with the unique vision of introducing new products or services, creating wealth, and perhaps becoming famous. These pioneers, referred to as entrepreneurs, are the foundation upon which technological advancements are made.

Cases on Technology Innovation: Entrepreneurial Successes and Pitfalls is a compilation of theory, research, and practice in the areas of technology transfer, innovation, and commercialization. It includes illustrations and examples of entrepreneurial successes and pitfalls in university, industry, government, and international settings. Its main focus is on the technological innovation of products and services to meet the virtual demands of an international marketplace, therefore making it ideal for everyone from researchers and professors to business executives and technical staff.

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