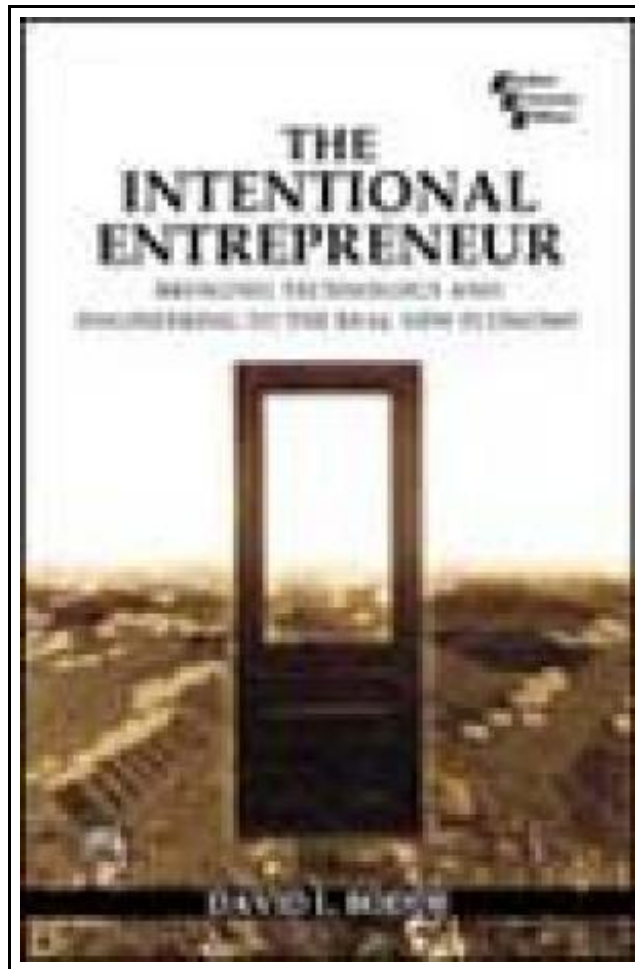


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THE INTENTIONAL ENTREPRENEUR: BRINGING TECHNOLOGY AND ENGINEERING TO THE REAL NEW ECONOMY



PHI Learning, 2009. Softcover. Book Condition: New. First edition. In this highly readable - indeed absorbing - book, Professor David Bodde takes the reader to a walk of the exciting journey of two real entrepreneurs and the success and failures they faced on their arduous journey. Each company dealt with faced hurdles such as governmental delays, international partners, and an insatiable need for growth capital. As the reader follows their failures and success, it becomes clear that entrepreneurship is a journey of trial and error, with no shortcut to success. The book focuses on the opportunities to create lasting value from technology and build the new economy of knowledge, especially knowledge of the physical/biological world enabled by advances in science and technology. What adds structure and context to the lead stories is the interpretation of recent research on business models, marketing, and new venture finance. The book attempts to answer such questions as how does the venture capital processes work, and what are the sources of entrepreneurial opportunities. In addition, the three key elements of entrepreneur-ship, namely, good market insight, strong business models, and effective organization are stressed. Students of management, engineering and science who have a keen interest in knowing the essence of entrepreneurship and have a burning desire to create opportunities towards building a new economy will find this book an invaluable asset. In addition, new entrepreneurs and would be entrepreneurs would discover the examples of the exciting journeys described in the book worthy of emulation. CONTENTS: Preface and Acknowledgments. Introduction. 1. A Tale of Two Entrepreneurs. 2. Creating the Opportunity. 3. Marketing the Better Mousetrap: A Technologist`s Perspective. 4. Evolution and Competition in Technology Markets. 5. Technology and the Fight for Competitive Advantage. 6. A Tale of Two Entrepreneurs: The Journey Continued through Heights and Valleys. 7....

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