



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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Reviews

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-- **Lindsey Larson**

Relevant Books



Becoming a Spacewalker: My Journey to the Stars (Hardback)

Purdue University Press, United States, 2014. Hardback. Book Condition: New. 284 x 216 mm. Language: English . Brand New Book. This nonfiction picture book is a children s version of NASA astronaut Jerry L. Ross s autobiography, Spacewalker: My Journey in Space...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



Traffic Massacre: Learn How to Drive Multiple Streams of Targeted Traffic to Your Website, Amazon Store, Auction, Blog, Newsletter or Squeeze Page

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.3 Free Bonus Books Included! Attention: Online business owners. quot;Finally! How Would You Like To Tap Into...



Bedtime Stories about Funny Monsters: Short Stories Picture Book: Monsters for Kids

Createspace, United States, 2014. Paperback. Book Condition: New. Michael Clary (illustrator). Large Print. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Entertaining and educational bedtime stories for kids with 25 COLORFUL ILLUSTRATIONS your children will love!...



How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book

McGraw Hill. Soft cover. Book Condition: Brand New. Dust Jacket Condition: No Dust Jacket. Brand New In Softcover Format, How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book. 1-1-3.



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...