

Technology Ventures: From Idea to Enterprise, 5e

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©2019

ISBN: 1259875997

Detailed List of New Features

Connect and SmartBook are available for the first time with this new edition.

Retained Features

A set of 20 fundamental principles are developed and defined throughout the book.

Examples of cutting-edge technologies illustrate concepts in a shaded-box format. Exercises are offered at the end of each chapter to test comprehension of the concepts.

A special exercise called the "venture challenge" guides readers through a chapter-by-chapter formation of a new enterprise. At the end of each chapter's narrative, a successful enterprise is profiled in a special "spotlight" section.

Methods and tools for the development of a business plan are gathered into one chapter, which includes an annotated table of contents. Appendix A includes a sample business plan, as well.

A collection of suggested videos from world-class entrepreneurs, investors, and teachers is listed at the end of each chapter and provided on the textbooks websites.

Websites for this book are available: McGraw-Hill Education (<http://www.mhhe.com/byers>) and Stanford University (<http://techventures.stanford.edu>). Both websites are frequently updated and

Find Your Rep at mhhe.com/rep

feature many resources for students and instructor