



Mastering Technology Commercialization: Inventions Patents Markets Money

By Steven D. Overholt

Steven David Overholt. Paperback. Book Condition: New. Paperback. 260 pages. Dimensions: 9.9in. x 7.9in. x 0.7in. Continually UPDATED with the latest implications of the America Invents and JOBS Acts. Knowledge is power. Don't be the one without it! Instead, sit down with this inspiring book, dig in deep, and come up strong with a clear-cut map to your goal. Sweeping in scope and a little unconventional (just like you), this holistic guide brims with proven tools and strategies you can use to forge your technology into a business or licensing deal that creates great wealth. Surely this is the most complete How-to on this topic ever available to the public. Its all here: Business Startup; Angels and VCs; Patent and Trademarks; Market Research; Product Design; Prototypes and Manufacturing; Contract Negotiation; Regulatory Compliance; Sales and Marketing; Licensing; International Trade; Strategic Alliances; Money-saving Tips, and more. Here's what Terry Jones, Founder and Past CEO- Travelocity; Chairman- Kayak has to say: Mastering Technology Commercialization is an encyclopedia for anyone trying to take an invention and turn it into a successful business. Steve Overholt, who has counseled countless entrepreneurs from startup to exit, has taken his high-priced consulting knowledge and distilled it into a book...



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