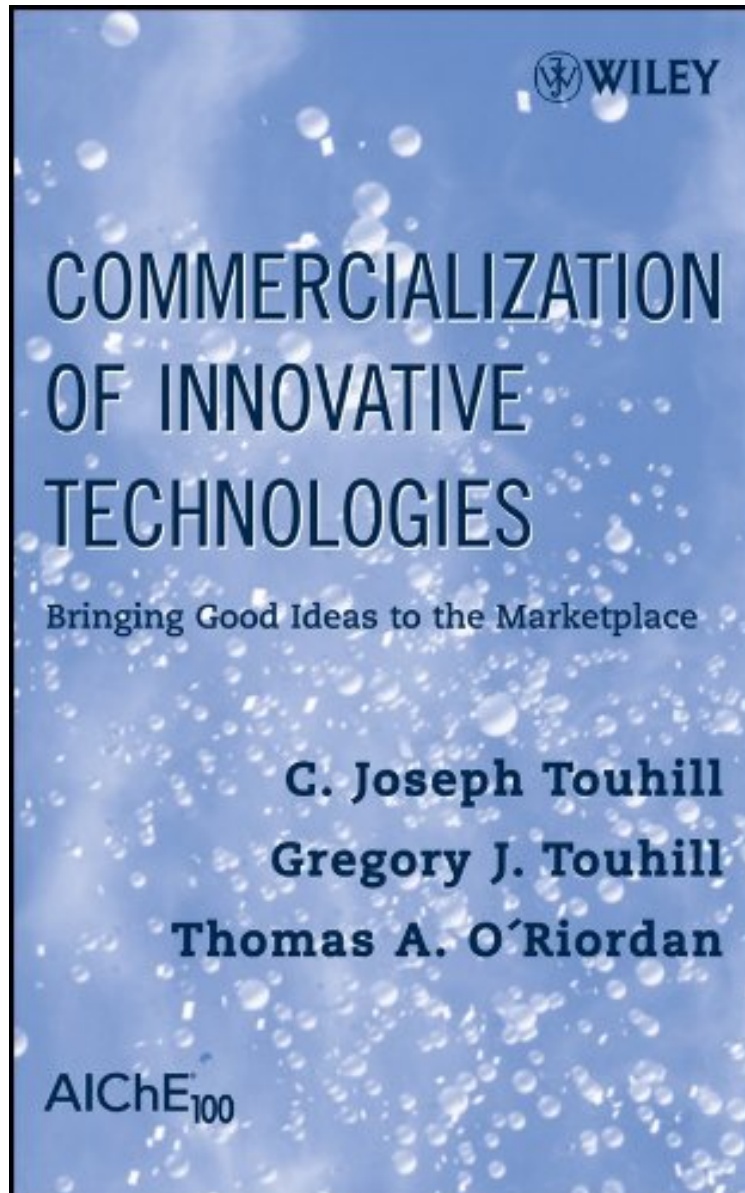


Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace

C. Joseph Touhill, Gregory J. Touhill, Thomas A. O'Riordan
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C. Joseph Touhill, Gregory J. Touhill, Thomas A. O'Riordan : Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace before purchasing it in order to gage whether or not it would be worth my time, and all praised Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace:

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because I thought it would help me start a firm in the future. The viewpoint is from the author's and generally from the author's alone. The author's viewpoint is from a more investor/managerial standpoint, not the entrepreneurial standpoint I thought this book was going to be on. However, the author appears to have a substantial background in advanced technical systems and it did help me appreciate the scope and scale of what I might be dealing with in the future.-YW8 of 13 people found the following review helpful. long on anecdote, short on analysisBy avid learnerThis disappointing book emphasises folklore and tabulation at the expense of insight and utility. Lengthy anecdotes, all US-based, take up many pages, as do tables of US university courses in entrepreneurship and other information of dubious value. Meanwhile, the section on "knowing the customer" consists of a half-page of platitudes and an irrelevant anecdote about shifting the product design without any reference to the market. The anecdotes are rarely compared or contrasted, and thus remain merely somewhat interesting stories rather than the basis for future judgement.Some of this would be tolerable if the authors were speaking from experience, but they do not seem to be doing so. The first author apparently built up a successful engineering services business inside a larger corporation -- interesting, but not really to the point of the book. The second author is affiliated with the US Air Force, hardly a hotbed of commercialization. The third author is affiliated with a large technology based company, but it is not clear in what capacity. In short, the authors do not appear to know from experience what they claim to be talking about.Either experience or analysis could be the basis for a good book on this topic; ideally, the author(s) of such a book would be speaking from both perspectives. The lack of either perspective in this book is exemplified by sections with headings such as "Nobody wants to be the first to use a new technology". This is, in general, nonsense, as the long queues to buy the first iPhones demonstrate. Certainly there are SOME new technologies for which customers will pay a premium; there are others for which customers will have to be paid to try out. How can an innovator tell which products are which? The book offers no help on this issue. This example could be multiplied many times.Readers seeking anecdotes would be better served by reading biographies of inventors or histories of technology; readers seeking insight would be better served by books with more data, analysis, and insight.2 of 2 people found the following review helpful. Strong Support for Starting Off RightBy Business ManagerI found this book very helpful, especially from the perspective of the business manager and investor. The comments about technical personnel rang especially true based on my experience- the challenge is to harness their skills, understand their traits and motivations, and manage their unique knowledge, and this book speaks convincingly on approaches to do that successfully. The team approach is well conceived, and the real advantage to the reader is gaining the understanding of the role and value of the key players and how to bring them together early in the process for maximum effectiveness. I suspect many new venture managers have discovered this need too late and paid the price in missed opportunities. The examples of past technology success stories and failures were enlightening. I would not have expected the US Air Force to be such a prime example of success, but clearly the sense of urgency and the high stakes environment provided the challenge that a diverse and well led team needed to galvanize their efforts. This is just the tool an innovative technology team needs to read before they get started so they can understand the challenges but also see that many before them have achieved their objectives.

This book helps you find innovative new technology ideas and guides you through the complete lifecycle of product innovation, including screening, funding, development, and commercialization. It gives you an edge by enabling you to start off with a solid foundation and strategy. Commercialization of Innovative Technologies focuses on three core areas that set the stage for successful commercialization: Developing and managing a strong, flexible "innovation team" of inventors, investors, technologists, and entrepreneurs; building a portfolio that spreads risk; leveraging input from technologists throughout the commercialization process.

Unlike other recently published bio / technology entrepreneurship books that are either textbooks or provide a higher-level overview of technology commercialization, Commercialization of Innovative Technologies is a practical guide for technology commercialization practitioners, who want a perspective from the viewpoint of a technology commercialization consulting firm. (Journal of Commercial Biotechnology, September 2009) The book provides guidance for investors, inventors, entrepreneurs, and managers who are trying to introduce new technologies to the market. (APADE, 2009) "The authors and the publishers should be congratulated for preparing such a comprehensive and informative book." (The Hebrew University of Jerusalem, 2008) From the Back Cover Your blueprint for successful entrepreneurship—from building an innovation team to bringing a product to market There is no shortage of great technological ideas; however, having a great idea is no guarantee of a successful product. This book helps you find innovative new technology ideas and guides you through the complete lifecycle of product innovation, including screening, funding, development, and commercialization. It gives you an edge by enabling you to start off with a solid foundation and strategy. Commercialization of Innovative Technologies focuses on three core areas that set the stage for successful commercialization: Developing and managing a strong, flexible "innovation team" of inventors, investors, technologists, and entrepreneurs Building a portfolio that spreads risk Leveraging input from technologists throughout the commercialization process The first three chapters of the book

deal with key strategic issues. Here you discover the characteristics to look for in recruiting members of your innovation team and how to deal with each member's idiosyncrasies. You also get expert guidance for developing and executing a winning strategic plan. The next chapters deal with hands-on tactical issues such as how to find, fund, assess, develop, design, and demonstrate innovative technologies. The final two chapters focus on steps after successful commercialization, including further improvements to the technologies. This book provides the real-world guidance and wisdom that investors, inventors, entrepreneurs, and managers need to bring innovative technologies to market. It is also ideal as a textbook for management and engineering courses in entrepreneurship.

About the Author

C. Joseph Touhill, PhD, PE, DEE, is President of Touhill Technology Management Corp., which specializes in environmental technology and management consulting. Dr. Touhill has been an engineering manager of major projects for more than forty years, twenty-three of which he served as Chief Executive Officer. He is a Fellow of both the AIChE and ASCE and is the author of more than eighty books and journal articles. Gregory J. Touhill, MS, is Commander, 81st Training Wing, Keesler Air Force Base, Biloxi, Mississippi. Colonel Touhill led the team that was awarded the 2006 U.S. Air Force Science and Engineering Achievement Award. Thomas A. O'Riordan, MS, is Director of the Omaha field office of the Raytheon Co., where he manages major programs focusing on preservation of national security. General O'Riordan also has thirty-two years of distinguished service with the United States Air Force as a command pilot and as Commander of the USAF Personnel Center.