



The Entrepreneurial Engineer: Starting Your Own High-Tech Company (Artech House Technology Management and Professional Development Library)

R. W. Fields

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This resource is designed for engineers and managers with creative product ideas but limited knowledge of how to actually start building a company around these ideas. The volume provides practical insights, tools, objectives, strategies and actions you can apply in any stage of your project, from the initial idea to the all-important question of profitability. The emphasis is on practical business development principles for the small, sub-venture capital project. The ever-pressing issue of funding is shown as a manageable hurdle and the reader is shown how to structure and develop a business so as to attract potential investors. The critical role of marketing is also explained.

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