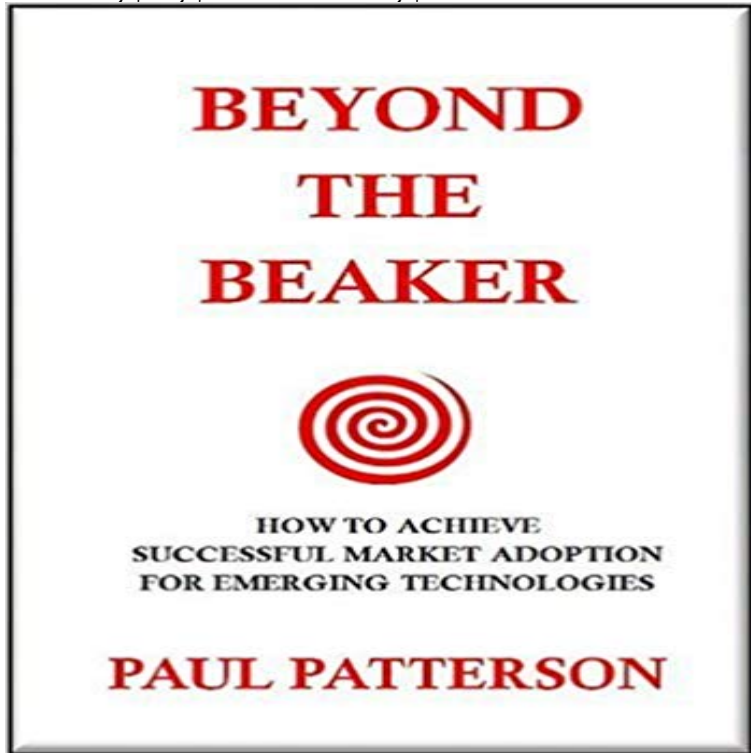


Beyond the Beaker: How to Achieve Successful Market Adoption for Emerging Technologies



2011 Axiom Bronze Medallion winner of International Business & Globalization: Founders of emerging technologies are typically highly-qualified technical experts faced with a web of unfamiliar obstacles in commercialization. Drawing on years of global experience with emerging technologies and start-ups, the author integrates theories with case studies to illustrate how successful businesses managed the challenges and opportunities. This book offers insights on sound and proven technical and commercial practices. From Eureka! in the laboratory to market adoption, it offers a technology management framework. It also covers the various business aspects, from obtaining funding, strategic planning and alliances, to sales, marketing and organizational management. In addition, real-life examples highlight the common pitfalls and reveal the often hidden work behind the scenes. Beyond the Beaker will leave you wondering how many miracles of modern science have been lost due to the inability to execute beyond the lab. It is a must read for all innovators who want to succeed. It also benefits corporations and business partners working with start-ups. If you are truly motivated about building or investing in a successful emerging technology start-up, do not put down this book until you reach the last page.

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