Commercialization of Innovative Technologies: Bringing Good Ideas to the Marketplace

C. Joseph Touhill, Gregory J. Touhill, Thomas A. O'Riordan

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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.

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