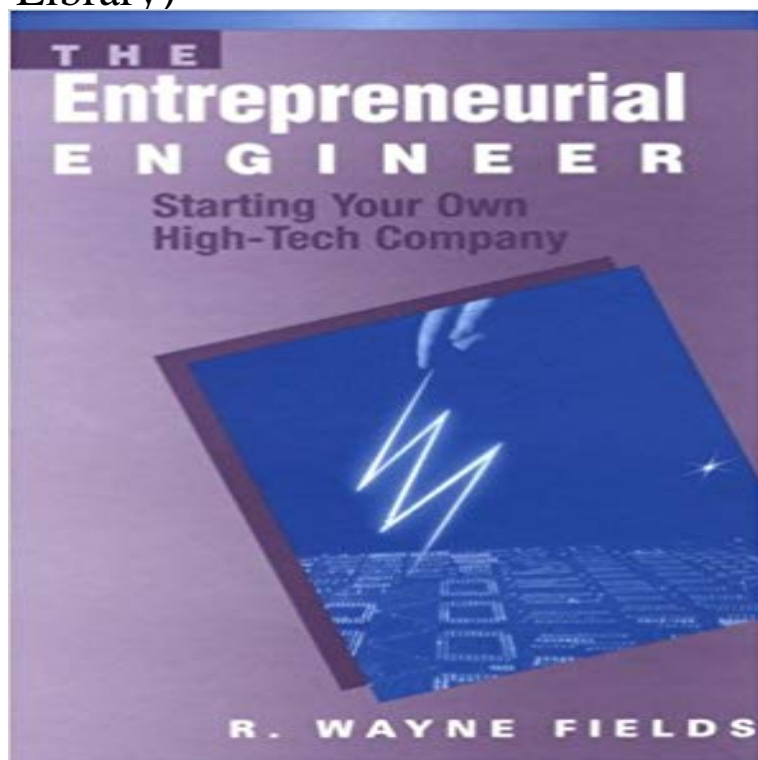


# The Entrepreneurial Engineer: Starting Your Own High-Tech Company (Artech House Technology Management and Professional Development Library)



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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