

ADVANCES IN THE STUDY OF ENTREPRENEURSHIP,
INNOVATION AND ECONOMIC GROWTH VOLUME 18

TECHNOLOGICAL INNOVATION: GENERATING ECONOMIC RESULTS

EDITED BY

GARY D. LIBECAP

The University of Arizona, USA

MARIE C. THURSBY

Georgia. Institute of Technology, Atlanta, GA, USA-

ELSEVIER

JAI

Amsterdam - Boston - Heidelberg - London - New York - Oxford
Paris - San Diego - San Francisco - Singapore - Sydney - Tokyo

JAI Press is an imprint of Elsevier

C

CONTENTS

LIST OF CONTRIBUTORS vii

INTRODUCTION 1
Marie C. Thursby

PART I: THE INNOVATION PROCESS: A MULTIDISCIPLINARY APPROACH

CHAPTER 1 APPROPRIATING THE RETURNS
FROM INNOVATION 11
Marco Ceccagnoli and Frank T. Rothaermel

CHAPTER 2 THE BENEFITS AND LIABILITIES
OF MULTIDISCIPLINARY COMMERCIALIZATION
TEAMS: HOW PROFESSIONAL COMPOSITION
AND SOCIAL NETWORKS INFLUENCE
TEAM PROCESSES 35
Jill Perry-Smith and Leslie H. Vincent

PART II: INTELLECTUAL PROPERTY

CHAPTER 3 INTELLECTUAL PROPERTY
PROTECTION IN THE GLOBAL ECONOMY 63
*Louise Hallenborg, Marco Ceccagnoli and
Meadow Clendenin*

CHAPTER 4 PATENTS AND TECHNOLOGY
COMMERCIALIZATION: ISSUES AND
OPPORTUNITIES 117
Margot A. Bagley

CHAPTER 5 BEYOND PATENTS: THE ROLE
OF COPYRIGHTS, TRADEMARKS, AND TRADE
SECRETS IN TECHNOLOGY COMMERCIALIZATION

Stuart J. H. Graham

149

PART III: STRATEGY FOR INNOVATION

CHAPTER 6 MARKETING STRATEGY
CONSIDERATIONS IN THE COMMERCIALIZATION
OF NEW TECHNOLOGIES: AN OVERVIEW AND
FRAMEWORK FOR STRATEGY DEVELOPMENT

Leslie H. Vincent | i

173

CHAPTER 7 COMPETITIVE ADVANTAGE
IN TECHNOLOGY INTENSIVE INDUSTRIES

Frank T. Rothaermel

201

CHAPTER 8 TECHNOLOGY
COMMERCIALIZATION: COOPERATIVE VERSUS
COMPETITIVE STRATEGIES

Anne W. Fuller and Marie C. Thursby

227

PART IV: FINANCING INNOVATION

CHAPTER 9 INTRODUCTION TO FINANCE
AND VALUING EARLY STAGE TECHNOLOGY

Matthew J. Higgins

253

CHAPTER 10 VENTURE CAPITAL FINANCING
AND DOCUMENTATION

William J. Carney

287

CHAPTER 11 THE ANATOMY OF CONTRACTS
IN LICENSING: THE CONTEXT OF BAYH-DOLE

Anne M. Rector and Marie C. Thursby

313