ADVANCES IN THE STUDY OF ENTREPRENEURSHIP, INNOVATION AND ECONOMIC GROWTH
VOLUME 26

TECHNOLOGICAL INNOVATION: GENERATING ECONOMIC RESULTS (2ND EDITION)

EDITED BY
MARIE C. THURSBY
Georgia Institute of Technology, Atlanta, GA, USA

Emerald
United Kingdom – North America – Japan
India – Malaysia – China
CONTENTS

LIST OF CONTRIBUTORS ix

PREFACE xi

INTRODUCTION

Marie C. Thursby xiii

SECTION I
THE FUNDAMENTALS OF TECHNOLOGY COMMERCIALIZATION

CHAPTER 1 APPROPRIABILITY STRATEGIES TO CAPTURE VALUE FROM INNOVATION
Marco Ceccagnoli and Frank T. Rothaermel 3

CHAPTER 2 IDENTIFYING AND EVALUATING MARKET OPPORTUNITIES
Marie C. Thursby and Margi Berbari 33

CHAPTER 3 THE BENEFITS OF MULTIDISCIPLINARY COMM TEAMS: HOW PROFESSIONAL AND SOCIAL NETWORKS INFLUENCE TEAM ISSUES
Jill Perry-Smith and Leslie Vincent 59

SECTION II
LEGAL AND REGULATORY ENVIRONMENTS

CHAPTER 4 INTRODUCTION TO LEGAL MEANS FOR PROTECTING INTELLECTUAL PROPERTY
Anne M. Rector, Bunny Sandefur, Marco Ceccagnoli, Meadow Clendenin and Louise Hallenborg 87
CHAPTER 5   THE AMERICA INVENTS ACT: A NEW PATENT SYSTEM FOR THE 21ST CENTURY
   Timothy R. Holbrook 131

CHAPTER 6   INTELLECTUAL PROPERTY AND TECHNOLOGY STARTUPS: WHAT ENTREPRENEURS TELL US
   Stuart J. H. Graham and Ted S. Sichelman 163

CHAPTER 7   FDA REGULATORY APPROVAL PROCESS FOR MEDICAL PRODUCTS
   William H. Kitchens 201

SECTION III
   ENTREPRENEURIAL STRATEGIES

CHAPTER 8   COMPETITIVE ADVANTAGE IN TECHNOLOGY INTENSIVE INDUSTRIES
   Frank T. Rothaermel 233

CHAPTER 9   MARKETING STRATEGIES FOR COMMERCIALIZATION OF NEW TECHNOLOGIES
   Leslie Vincent 257

CHAPTER 10  COMMERCIALIZATION STRATEGIES: COOPERATION VERSUS COMPETITION
   Briana Seil Stenard, Marie C. Thursby and Anne Fuller 289

SECTION IV
   ENTREPRENEURIAL FINANCE

CHAPTER 11  VALUING EARLY STAGE TECHNOLOGY FIRMS
   Michael Blake 311
Contents

CHAPTER 12  TERM SHEETS: VALUING INVESTMENTS IN EMERGING TECHNOLOGY COMPANIES
  Michael Blake  341

CHAPTER 13  LICENSING INVENTIONS FROM ENTREPRENEURIAL UNIVERSITIES: THE CONTEXT OF BAYH–DOLE
  Anne M. Rector and Marie C. Thursby  361