

The Art and Science of Technology Transfer

Phyllis L. Speser

*ePub | *DOC | audiobook | ebooks | Download PDF*



DOWNLOAD



READ ONLINE

#690080 in Books Phyllis L Speser 2006-04-21Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 10.10 x 1.40 x 7.341, 2.01 #File Name: 0471707279408 pagesThe Art and Science of Technology Transfer | File size: 67.Mb

Phyllis L. Speser : The Art and Science of Technology Transfer before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art and Science of Technology Transfer:

0 of 0 people found the following review helpful. A great manualBy MckayThe book is a working tool in knowledge data morning for advancement of TT, covering a number of technological sectors.6 of 8 people found the following review helpful. Comprehensive, Unique ValuableBy Brian PetulaAs a lawyer, AUTM member, business professor and

technology entrepreneur, I highly recommend this as one of the best books you'll find on the practical aspects of commercializing technology. The book contains a wealth of tips, models and business strategies that other books on technology transfer don't cover. (Just a few of the tools presented such as the Marioni Matrix and TRIZ are well worth the price of the book.) Especially valuable are the tools and tips for evaluating potential market applications, end users, channels, revenue potential and launch tactics. 6 of 8 people found the following review helpful. Innovator's guide to the galaxy of commercialization By Jon J. Cook Phyllis Speser's *The Art and Science of Technology Transfer* is a must read for innovators and managers of technology. There are several uncomfortable hurdles for entrepreneurs along the path to commercialization. This book pulls the curtain back with a style that is both educational as well as down right funny. My only regret is that I didn't have access to this book before I embarked on my effort to launch my technology.

Praise for *The Art Science of Technology Transfer* "Phyl Speser's personality comes across in the text-complicated, intrigued, highly rational, insightful, rich in context, and fun. She had me smiling throughout. This work represents the next chapter of the technology transfer profession's development, where it will be all about getting to market with a studied awareness of value. Phyl gives us the tools to get there with a great read, just the focus we are needing in the profession." Jill A. Tarzian Sorensen, JDExecutive Director, Johns Hopkins Technology Transfer, The Johns Hopkins University "Phyl Speser is one of the pioneers in developing the modern practice of technology transfer and in *The Art Science of Technology Transfer*, she shares her experiences and philosophy in a well-written, highly readable book that is packed with case studies of both success and failure." Ashley Stevens, Director, Office of Technology Transfer, Boston University "This readable book is a must for anyone wanting to look at the technology transfer process from a novel viewpoint. Rather than just recite the nuts and bolts of the process, it illustrates theoretical concepts with real world, practical examples. Any reader will come away with new and useful ways of looking at, and doing, this business." Kenneth H. Levin, PHD, Deputy Director University of Chicago Office of Technology Intellectual Property (UCTech) "An amazing compendium of philosophy, science, and practical experience that converge to form, literally, the art and science of technology transfer. On any given page, you may find a quote from Plato, a mathematical formula, an intriguing anecdote by the author, or a practical 'how-to' statement. It's written in a very engaging style that keeps you turning from page to page . . . there's enough material in this book to launch a college course on Technology Transfer-nothing is left out!" David Snyder, Vice President-Technology Commercialization Science Applications International Corporation (SAIC) "This is an excellent introduction to sorting out the complex world of technology transfer, eminently useful to both practitioners and students. The text is thorough, filled with the practical examples, details, and guidelines useful to learn and practice this often-arcane subject, while never losing sight of an overarching paradigm for getting new technology out of the lab and into the market. I am certain that other teachers will find it as valuable as I have." Lawrence Aronhime, Faculty Associate and Lecturer, The Johns Hopkins University, 2005 recipient Johns Hopkins Alumni Association Excellence in Teaching Award "A clear and entertaining presentation of the complexities of technology transfer and intellectual property, this book provides usable, practical information to students and practitioners on every page. *The Art Science of Technology Transfer* provides a well-crafted immersion in the processes and practices of moving ideas into the marketplace." Phil Weilerstein, Executive Director, National Collegiate Inventors and Innovators Alliance (NCIIA)

"...very valid ideas that one would need to understand when engaging in this field." (In Vitro Cellular Developmental Biology-Animal, 2007) From the Inside Flap Technology transfer is the process of moving inventions and innovations out of people's heads and into practical use. The nice thing about technology transfer is that it also can be used to make money by placing technology where it has market value. *The Art Science of Technology Transfer* provides practical advice for determining just what a technology can do, discovering applications for the technology, valuating it, finding customers, structuring and negotiating deals, and supporting implementation of those deals. Author Phyllis Speser combines hands-on advice with a clearly constructed, easily understood framework that enables readers to determine how to commercialize technology "faster, better, and cheaper." Dr. Speser writes with a sense of humor and fun that makes this a highly readable book. *The Art Science of Technology Transfer* contains four parts, *The Game of Technology Transfer*, *Market Research*, *Strategy*, and *Doing Deals*. It provides an innovative look at how to market technology that shows high-technology companies, universities, federal labs, and independent inventors and entrepreneurs how to make money off their technology-based intellectual property assets. It explains licensing, joint venture, strategic alliance, acquisition/merger, cooperative RD, and other strategies for monetizing intellectual assets and when and why to use each. Combining insights from game theory, legal analysis, cognitive philosophy, sociology, and social psychology with decades of hands-on experience, Phyllis Speser explains both the qualitative and quantitative sides of technology transfer. *The Art Science of Technology Transfer* equips readers with a wealth of handy tools, including abundant tables and graphics; in-depth, real-life case studies that show how technology transfer works in a variety of settings; and appendices and checklists that address common problems ranging from how to search the Web to find market data and other information, to how to conduct competitive intelligence, and determine royalty rates and other clauses for term sheets. There is a famous saying from the comedian Milton Berle, "If

opportunity doesn't knock, build a door." This book teaches you how to build doors for technology and how to walk through them to commercial success.

From the Back Cover Praise for *The Art Science of Technology Transfer*

"Phyl Speser's personality comes across in the text—complicated, intrigued, highly rational, insightful, rich in context, and fun. She had me smiling throughout. This work represents the next chapter of the technology transfer profession's development, where it will be all about getting to market with a studied awareness of value. Phyl gives us the tools to get there with a great read, just the focus we are needing in the profession." Jill A. Tarzian Sorensen, JDExecutive Director, Johns Hopkins Technology TransferThe Johns Hopkins University

"Phyl Speser is one of the pioneers in developing the modern practice of technology transfer and in *The Art Science of Technology Transfer*, she shares her experiences and philosophy in a well-written, highly readable book that is packed with case studies of both success and failure." Ashley Stevens, Director, Office of Technology TransferBoston University

"This readable book is a must for anyone wanting to look at the technology transfer process from a novel viewpoint. Rather than just recite the nuts and bolts of the process, it illustrates theoretical concepts with real world, practical examples. Any reader will come away with new and useful ways of looking at, and doing, this business." Kenneth H. Levin, PHD, Deputy DirectorUniversity of Chicago Office of Technology Intellectual Property (UCTech)

"An amazing compendium of philosophy, science, and practical experience that converge to form, literally, the art and science of technology transfer. On any given page, you may find a quote from Plato, a mathematical formula, an intriguing anecdote by the author, or a practical 'how-to' statement. It's written in a very engaging style that keeps you turning from page to page . . . there's enough material in this book to launch a college course on Technology Transfer—nothing is left out!" David Snyder, Vice PresidentTechnology Commercialization Science Applications International Corporation (SAIC)

"This is an excellent introduction to sorting out the complex world of technology transfer, eminently useful to both practitioners and students. The text is thorough, filled with the practical examples, details, and guidelines useful to learn and practice this often-arcane subject, while never losing sight of an overarching paradigm for getting new technology out of the lab and into the market. I am certain that other teachers will find it as valuable as I have." Lawrence Aronhime, Faculty Associate and Lecturer The Johns Hopkins University2005 recipient Johns Hopkins Alumni Association Excellence in Teaching Award

"A clear and entertaining presentation of the complexities of technology transfer and intellectual property, this book provides usable, practical information to students and practitioners on every page. *The Art Science of Technology Transfer* provides a well-crafted immersion in the processes and practices of moving ideas into the marketplace." Phil Weilerstein, Executive Director, National Collegiate Inventors and Innovators Alliance (NCIIA)