

STARTUP



Managing High Technology Companies

Michal Rosen-Zvi



Managing High Technology Companies:

Managing Dynamic Technology-Oriented Businesses: High-Tech Organizations and Workplaces Jemielniak, Dariusz, Marks, Abigail, 2012-06-30 This book explores the culture of modern high tech workplaces and the different challenges and opportunities that new technologies present for modern workers and employers reviewing various management practices throughout the world Provided by publisher *Managing High-Tech Start-Ups* Duncan MacVicar, Darwin Throne, 2013-10-22 Managing High Tech Start Ups equips engineers with a basic tool kit for founding a high tech manufacturing company It gives would be entrepreneurs insightful knowledge on how to attack such problems as developing a marketing plan a sales plan targets pricing hiring a sales force evaluating marketing results and correcting problems The book emphasizes how to correctly identify a problem so time is spent on its causes and not on its symptoms Particular emphasis is placed on the marketing aspects of new engineering ventures since marketing is usually not part of an engineer s experience yet is so vital in the success or failure of a new venture The authors take the reader step by step through the process of marketing evaluation and developing a product plan **Managing High-technology Companies** Henry E. Riggs, 1983 **Managing High-Tech Services Using a CRM Strategy** Donald F. Blumberg, 2002-12-23 As high tech service industries grow more competitive the need to develop customer focused business strategies becomes imperative Managing High Tech Services Using a CRM Strategy explores how to manage and direct any service organization utilizing a high tech strategy supported by the Customer Relationship Management CRM infrastructure enablin **Managing Creativity in Science and Hi-Tech** Ronald Kay, 2012-05-30 Addressing the issues unique to managers of creative technical staff this guide reflects not only Ronald Kay s long experience observing and teaching successful management techniques but also treats the expanding challenges due to increasingly globally based projects and staff As before Kay s guide helps readers to prepare themselves graduate students and others to understand and improve their managerial skills and covers such practical yet sometimes overlooked steps such as individual and team behavior of creative technical staff managing their own and others R hiring evaluating and compensating technical staff R and presentations meetings and organizational culture New to this edition are a chapter on the global impact of high tech enterprises and sections on the roles of foundations and government funding and task force participation Also tackled are the basics of starting financing and staffing venture capital funded enterprises What s more this book also serves to increase the awareness and knowledge base of anyone who needs to meet the challenge of managing people with the creative energies that drive technologically based economic growth

Management Practices in High-Tech Environments Jemielniak, Dariusz, Kociatkiewicz, Jerzy, 2008-04-30 This book leads to emergence of new insufficiently analyzed and described organizational phenomena Thoroughly studying this from international comparative cross cultural perspective Management Practices in High Tech Environments presents cutting edge research on management practices in American European Asian and Middle Eastern high tech companies with

particular focus on fieldwork driven but reflective contributions Provided by publisher **Management of Technology** Hans J. Thamhain, 2015-05-14 vorgestellt werden die modernsten Managementkonzepte Hilfsmittel und Methoden die auch in technologieintensiven Unternehmensbereichen einwandfrei funktionieren Schwerpunkte liegen auf Prozesseintegration Managementwerkzeugen und Personalentwicklung *Managing Technology and Innovation* Robert Verburg, J. Roland Ortt, Willemijn M. Dicke, 2006-06-19 Modern technology and innovation are vital to the success of all companies be they hi tech firms or companies seemingly unaffected by technology and innovation whether established firms or business start ups This book focuses on understanding technology as a corporate resource covering product development design of systems and the managerial aspects of new and high technology Topics investigated include the internal organization of high technology firms the management of technology in society managing innovation dilemmas and strategies The wide ranging experience of the teachers and experts contributing to this book has resulted in an integrated multi disciplinary textbook that provides an introductory overview to managing technology and innovation in the twenty first century This text is essential reading for students of business and engineering concerned with technology and innovation management The Handbook of Technology Management, Supply Chain Management, Marketing and Advertising, and Global Management Hossein Bidgoli, 2010 The discipline of technology management focuses on the scientific engineering and management issues related to the commercial introduction of new technologies Although more than thirty U S universities offer PhD programs in the subject there has never been a single comprehensive resource dedicated to technology management The Handbook of Technology Management fills that gap with coverage of all the core topics and applications in the field Edited by the renowned Doctor Hossein Bidgoli the three volumes here include all the basics for students educators and practitioners

Comparing High Technology Firms in Developed and Developing Countries: Cluster Growth Initiatives Bas, Tomas Gabriel, 2012-05-31 Clusters are geographic concentrations of interconnected companies specialized suppliers service providers and associated institutions in a particular field that are present in a nation or region The development and upgrading of clusters is an important agenda for governments companies and other institutions Cluster growth initiatives are an important new direction in economic policy building on earlier efforts in macroeconomic stabilization privatization market opening and cost reduction related to doing business Comparing High Technology Firms in Developed and Developing Countries Cluster Growth Initiatives is the leading source of information for readers interested in this field of study as it promotes scientific discussion on policies and practice of cluster growth as well as covers the emerging research topics which are going to define the future of the management of technology Furthermore this book demonstrates the effectiveness and efficiency of technology policy based on observations of differential growth rate of high technology firms in clusters and explores the factors that explain superior performance of high technology firms to contribute the improvement of technology policy in both developed and developing countries **Marketing of High-technology Products and Innovations** Jakki J.

Mohr, Sanjit Sengupta, Stanley F. Slater, 2010 This title provides a thorough overview of the issues high tech marketers must address and provides a balance between conceptual discussions and examples small and big business products and services and consumer and business to business marketing contexts *Proceedings, Managing the High Technology Firm* Luis R. Gomez-Mejia, Michael W. Lawless, 1988 The Technology Management Handbook Richard C. Dorf, 1998-07-27 If you are not already in a management position chances are you soon will be According to the Bureau of Statistics the fastest growing areas of employment for engineers are in engineering science management With over 200 contributing authors The Technology Management Handbook informs and assists the more than 1.5 million engineering managers in the practice of technical management Written from the technical manager's perspective and written for technologists who are managers The Technology Management Handbook presents in depth information on the science and practice of management Its comprehensive coverage encompasses the field of technology management offering information on Entrepreneurship Innovations Economics Marketing Product Development Manufacturing Finance Accounting Project Management Human Resources International Business *Entrepreneurs in High Technology* Edward B. Roberts, 1991-08-22 The ingredients for success in starting and developing a technology based company aren't obvious Why for example did Digital Equipment Corporation succeed and indeed become one of the most successful high tech corporations in the world while dozens of other companies with similar beginnings fail It is a question that demands careful consideration by anyone setting up a new company or who is interested in starting one In *Entrepreneurs in High Technology* Edward Roberts a Professor at the MIT Sloan School of Management offers entrepreneurs a goldmine of information on starting financing and expanding a high tech firm His book reveals the results of research conducted over twenty five years on several hundred high tech firms and it reflects the insights of the author's own first hand experience as a company founder director and venture capitalist Focusing on firms in the Greater Boston area many of which have had technological links with MIT Roberts traces the origins and the evolution of the high technology failures and successes He examines the work experience and family backgrounds of successful technical entrepreneurs their sources of funding and the ways they respond to the challenge of business growth He compares the track records of firms with multi founder teams and firms with individual founders contrasts the performance of consulting firms and research and development contractors against companies that start out with a product identifies the factors that limit an enterprise's ability to raise outside capital and explores the critical influence of marketing orientation on successful companies In a penetrating analysis of highly successful ventures the author reveals the importance of strategically transforming the company to a market oriented focus and he examines the widespread tendency even among the most successful high tech firms to displace the founder before the company achieves super success For anyone planning to start a technology based enterprise *Entrepreneurs in High Technology* is essential reading an invaluable preview of the financial organizational and marketing issues that confront every new high tech venture For business and technology

watchers it is an informative account of the promise and the perils entailed in bringing innovative ideas to the marketplace

Managing in a Sea of Uncertainty Denis Couillard, 2006

Strategic Marketing for High Technology Products

Thomas Fotiadis, 2018-05-08 In order for High Technology HT companies to tackle contemporary demanding market challenges they frequently deploy time reduction strategies with respect to product launch Marketing of technology related products and especially cutting edge ones involves a complex and multidimensional bundle of specific and unique characteristics such as the complexity of products the intensity of the competition confusion and or fear of adoption among consumers fast pacing changes in the external environment The very nature of the interrelations that evolve as part of the dynamic process of strategy formulation contributes further to the formulation of a very challenging environment which is described as tumultuous volatile and turbulent These specific features qualities and characteristics constitute the core of the innate need for an integrated approach that requires and depends on the cooperation and coordination of specific functional competencies This book employs a systemic approach that accommodates the integration of specialized departmental capabilities as a fundamental prerequisite and a cornerstone for the successful navigation of high tech organizations in their extremely competitive environments It provides a solid and extant context of compact and consistent cognitive background that is specific to the HT strategic marketing field and a strategic tool that utilizes relies and is built on the turbulent environment of HT rather than just overlooking avoiding or ignoring it and that assumes a proactive point of view capitalizing on characteristics specific to this field through the provision of a strategic managerial and marketing model that is overlaid onto a reliably assessed foundation of dynamic qualities with a long term orientation and scope albeit one that would be easy to apply and which will generate immediate results

Emerging Issues And Trends In Innovation And Technology

Management Alexander Brem, 2021-10-25 This book is a compilation of papers published in International Journal of Innovation and Technology Management The chapters in the book focus on recent developments in the field of innovation and technology management Carefully selected on the basis of relevance rigor and research the chapters in the book take the readers through various emerging topics and trends in the field Written in a simple and accessible manner the chapters in this book will be of interest to academics practitioners and general public interested in knowing about emerging trends in innovation and technology management

Design Engineering and Science Nam Pyo Suh, Miguel Cavique, Joseph

Timothy Foley, 2021-10-25 Design Engineering and Science teaches the theory and practice of axiomatic design AD It explains the basics of how to conceive and deliver solutions to a variety of design problems The text shows how a logical framework and scientific basis for design can generate creative solutions in many fields including engineering materials organizations and a variety of large systems Learning to apply the systematic methods advocated by AD a student can construct designs that lead to better environmental sustainability and to increased quality of life for the end user at the same time reducing the overall cost of the product development process Examples of previous innovations that take advantage of

AD methods include on line electric vehicle design for electric buses with wireless power supply mobile harbors that allow unloading of large ships in shallow waters microcellular plastics with enhanced toughness and lower weight and organizational changes in companies and universities resulting in more efficient and competitive ways of working The book is divided into two parts Part I provides detailed and thorough instruction in the fundamentals of design discussing why design is so important It explains the relationship between and the selection of functional requirements design parameters and process variables and the representation of design outputs Part II presents multiple applications of AD including examples from manufacturing healthcare and materials processing Following a course based on this text students learn to create new products and design bespoke manufacturing systems They will gain insight into how to create imaginative design solutions that satisfy customer needs and learn to avoid introducing undue complexity into their designs This informative text provides practical and academic insight for engineering design students and will help instructors teach the subject in a novel and more rigorous fashion Their knowledge of AD will stand former students in good stead in the workplace as these methods are both taught and used in many leading industrial concerns

Cultural Implications of Knowledge Sharing, Management and Transfer: Identifying Competitive Advantage Harorimana, Deogratias, 2009-08-31 This book illustrates compares and discusses models perspectives and approaches involved in the distribution administration and transmission of knowledge across organizations Provided by publisher

International Conference on Social, Education and Management Engineering, 2014-07-09 SEME2014 is a convention which aims at calling for people s attention to the improvements of education environments and providing excellent researchers from the world an opportunity to present their creative and inspiring ideas The wide range of topics for SEME2014 includes social research like social network analysis social system dynamics and area studies education science and technology like higher education teaching theory multimedia teaching and lifelong teaching management science and engineering like management theory decision analysis and economics management etc SEME2014 holds the advance and improvement of Social Education and Management Engineering as its earnest purpose And to achieve this goal experts and scholars of excellence in their domains are invited to present their latest and inspiring works All the attendees will gain great benefits both on his academic ability and personal experience

Reviewing **Managing High Technology Companies**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Managing High Technology Companies**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book's central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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