



# **From Innovation to Cash Flows: Value Creation by Structuring High Technology Alliances (Wiley Finance)**

*Constance Liitolf-Carroll*

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**Praise for *From Innovation to Cash Flows***

"Critically important topics for all entrepreneurs, new and experienced. Collaboration, intellectual property, and funding are described with depth and thoughtfulness. *From Innovation to Cash Flows* provides both the theoretical structure and the rich examples to serve as a great reference. Not to be missed!"

—**Cheryl A. Fragiadakis**, Head of Technology Transfer and Intellectual Property Management, Lawrence Berkeley National Laboratory

"*From Innovation to Cash Flows* is a unique book that covers many of the essentials to be successful as a biotechnology or high-tech entrepreneur. The combination of theory and practical examples adds direct business value. This comprehensive work will prevent any starting venture from making costly mistakes."

—**Jeroen Nieuwenhuis**, PhD, MBA, Corporate Entrepreneur, Magnotech Venture, Philips Healthcare Incubator

"Truly exhaustive in its coverage of all the different aspects of managing high-technology innovations, this book constitutes an invaluable resource for technology entrepreneurs."

—**Juhana Rauramo**, Partner, Bio Fund Management Ltd.

"*From Innovation to Cash Flows* is a wellspring of insights and inspiration for anyone with a desire to start up a high-tech venture. The reader is guided step by step through the twists and turns of strategy, contract law, intellectual property rights management, and strategic partnering. A global team of experts from law, science, and business collaborated to write this book; their pooled know-how and collective experiences shine through. The result is highly recommended. Every aspiring entrepreneur with a scientific bent will want to own this book for his or her own library."

—**Laura Cha**, Deputy Chairman, The Hongkong and Shanghai Banking Corporation Ltd.

"Alliances often are a vital component of successful high-tech ventures. Through its unique blend of sound management theory and wise business and legal advice, this book shows high-tech entrepreneurs how to build innovative business models based on strategic collaboration with other firms."

—**Xavier Mendoza**, Deputy Director General, ESADE, Ramon Llull University, and former Dean, ESADE Business School, Spain

"This book is distinctive because it tells you how to turn your idea into a profitable business—a combination of savvy business advice and extensive legal documents that is original. This is a book to be read, and then revisited. You will want to come back to it time and again for references, for sample documents, and for sage advice on how to take the next step."

—**From the Foreword by Henry Chesbrough**, Adjunct Professor and Executive Director, Center for Open Innovation, Haas School of Business, UC Berkeley, and Karl S. Pister, Dean and Roy W. Carlson Professor of Engineering Emeritus, UC Berkeley

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