



TechVenture: New Rules on Value and Profit from Silicon Valley

Mohan Sawhney, Ranjay Gulati, Anthony Paoni, The Kellogg TechVenture Team

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Drawn from the popular TechVenture program at the Kellogg School of Management, this book provides a deep understanding of the key finance and business trends in e-commerce

Viewing Silicon Valley as a test lab for e-commerce strategies, this book delivers the latest financial and business models shaping the e-commerce industry. TechVenture focuses on the Silicon Valley phenomenon, the new financial strategies, and evolving e-business models. Each chapter draws from field research and interviews with the top minds in business today, and covers the most recent advances in e-finance, including: technology incubators, start-up funds, measuring intellectual capital, valuation techniques for Internet firms, and emerging technologies. In addition, TechVenture features intriguing and informative case studies and examples of major companies, including Idealab, Merrill Lynch, Pfizer, and Amazon.com. General business and finance readers, as well as those fascinated by the Internet economy, will find TechVenture an invaluable read that is on the cutting edge of e-business.

Mohanbir Sawhney (Evanston, IL) is the McCormick Tribune Professor of Electronic Commerce and Technology at the Kellogg Graduate School of Management, Northwestern University. Mr. Sawhney was recently named one of the twenty-five most influential people in e-business by Business Week magazine.

Ranjay Gulati (Chicago, IL) is the Associate Professor of Management and Organizations at the Kellogg Graduate School of Management and the Director of the Center for Resource on E-Business Innovation.

Anthony Paoni (Chicago, IL) is Associate Professor at the Kellogg Graduate School of Management.

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