

Entrepreneurs and the Information Age

Student Resource Material

Related Print Materials

- Bell, C. Gordon, McNamara, John E. and Beel, C. Gordon. *High-Tech Ventures: The Guide for Entrepreneurial Success*, Perseus Pr; 1991.

The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

- Chandler, Linda. *Winning Strategies for Capital Formation: Secrets of Funding Start-Ups and Emerging Growth Firms Without Losing Control of Your Idea, Project, or Company*, Irwin Professional Pub, 1996.

Focuses on the thought processes involved in planning financing and obtaining capital.

- Cohan, Peter S. *The Technology Leaders: How America's Most Profitable High-Tech Companies Innovate Their Way to Success*, Jossey-Bass Publishers, 1997.

An in-depth look at twenty of America's leading companies, such as 3M, Microsoft and Merck that focuses on insight and innovation.

- Gates, William H., III. *The Road Ahead*, Penguin Books, 1995.

Review of the personal computer revolution and the forthcoming "Information Age."

- *Harvard Business Review on Managing High-Tech Industries*, Harvard Business School Press, 1999.

Collection of articles on high-tech management from recent years of the *Harvard Business Review*.

- Harmon Steve and Doerr John *Zero Gravity: Riding*

- Harmon, Steve and Boeh, John. *Zero Gravity: Making Venture Capital from High-Tech Start-up to Breakout IPO*, Bloomberg Pr., 1999.

Guide for finding and securing venture capital.

- Kalakota, Ravi, Robinson, Marcia and Tapscott, Don. *E-Business: Roadmap for Success*, Addison-Wesley Pub Co., 1999.

Survey of business processes, applications and organizational structure necessary to create a high-performance e-business.

- Nesheim, John L. *High Tech Start-Up: The Complete How-To Handbook for Creating Successful New High Tech Companies*, Strategic Enterprise Consulting, 1997.

Handbook covering every phase of a start-up, from idea to IPO: how to create a winning business plan, how to value the firm, finding venture capital and alternative sources of funding, and legal issues.

- O'Farrell, Neil. *Stepping into Magic - A Handbook for the High Tech Start-up*, Pylon Books, 1998.
- Roberts, Edward B. *Entrepreneurs in High Technology: Lessons from MIT and Beyond*, Oxford University Press, 1991.
- Sigismund, Charles G. *Champions of Silicon Valley: Visionary Thinking from Today's Technology Pioneers*, John Wiley & Sons, 2000.

Profiles of the high-tech industry's most powerful venture capitalists, technologists, and entrepreneurs.

Related Web Sites

- [Entrepreneur Magazine](#)

Online magazine for the internet entrepreneur.

- [Bottom Up](#)

Online magazine for the internet entrepreneur.

Online magazine for the internet entrepreneur.

- [Resources for the Entrepreneur](#)

Links to a variety of sites for internet startups.

- [Web Sites Recommended By The Entrepreneur's Corner Office](#)

Links to a variety of sites for internet startups.

- [The Entrepreneur Association](#)

Links to a variety of sites for internet startups.

- [The Entrepreneur's Survival Guide](#)

Online guide for high tech entrepreneurs.

- [Starting a Creative or High Tech Enterprise](#)

Articles and links regarding legal aspects of starting a high tech company.

Career Corner

The fields of medicine and biotechnology encompass many possible career paths, including:

- Programmer
- Graphics Artist
- Network Analyst/Engineer
- Java Developer
- Data Warehouse Specialist
- Web Page Designer/Developer
- Sales
- Administrator
- Statistician
- Quality Assurance