

The art & science of technology transfer

Speser, Phyllis L., author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=106031&lokasi=lokal>

Abstrak

"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."