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The Tech Entrepreneur's Survival Guide weaves how-to, strategy development, and personal advice into a complete, practical resource for anyone thinking of, or currently involved in, a tech start up. Get this essential guide and increase your chance of profitable survival. You will avoid the scars to prove it.

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In The Tech Entrepreneur's Survival Guide, founder Bernd Schoner reflects on his experience starting up ThingMagic, an early RFID company, during the dot com bust. In the following edited book...

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The Tech Entrepreneur's Survival Guide addresses a niche area: post-graduate technology students hoping to turn their academic research into commercial success. Author Bernd Schoner, an engineer with a PhD from the Massachusetts Institute of Technology, co-founded ThingMagic with four colleagues when graduation loomed.

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