

## References

*Anatomy of Persuasion*, by Norbert Aubuchon

*Commercializing New Technologies: From Mind to Market*, by Vijay Jolly

*Crossing the Chasm*, by Geoffrey Moore

*The Entrepreneurial Venture*, edited by Howard Stevenson and William Stahlman

*The Innovator's Dilemma*, by Clayton Christensen

*The Origin and Evolution of New Businesses*, by Amar Bhide,

*The Portable MBA in Entrepreneurship*, edited by William Bygrave

### Some Key Associations and Websites:

AUTM—Association of University Technology Managers ([www.autm.net](http://www.autm.net))

NBIA—National Business Incubation Association ([www.nbia.org](http://www.nbia.org))

Kauffman Foundation—[www.entreworld.org](http://www.entreworld.org)