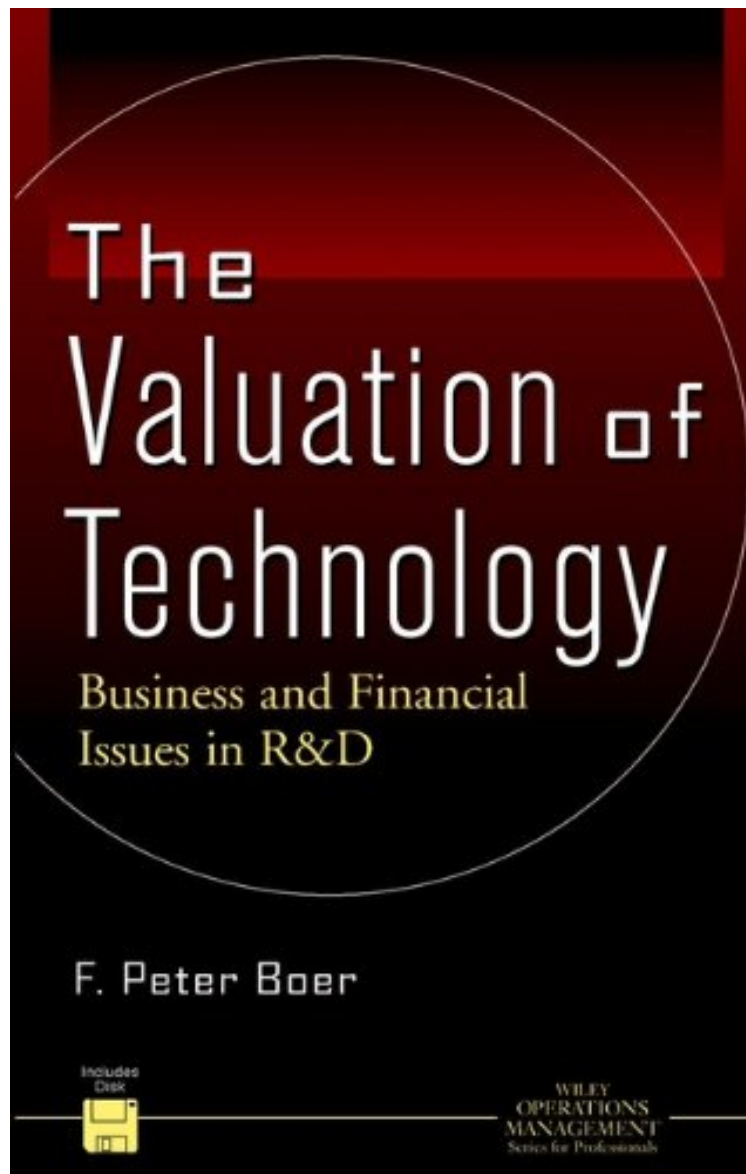


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The Valuation of Technology: Business and Financial Issues in RD (Operations Management Series)

F. Peter Boer

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F. Peter Boer's Valuation of Technology is mandatory reading for every CEO, Head of RD, and key investor who has heard it all when it comes to the importance of "innovating". But who despairs about the absence of fundamental tools for extracting new value from research-driven efforts in all parts of the corporation. No longer- this is the missing corporate value creation toolset. Valuation of Technology fills the critical gap between value formulas and project-focused research management, in a way that makes a convincing case for future evolution of RD as a total corporation value resource, not just another functional department. A former top executive with W. R. Grace and now a professor at Yale (in addition to running his own corporation, Tiger Scientific, Inc.), Professor Boer combines a senior executive's sense of the right measures and analyses with an entrepreneur's enthusiasm and pragmatic curiosity. The author's impressive body of work also reflects his sensitivity to the key people and organizational issues that often spell the difference between exceptional new value creation and disappointment.

"The Valuation of Technology is a timely and thoughtful book on a critical issue in the global business arena. Peter Boer's insights constitute important reading for leaders in all fields."-Jeffrey E. Garten, Dean, Yale School of Management
"The Valuation of Technology fills a critical void for those executives who wish to upgrade technology decision making from an art to a more definable science."-George B. Rathmann, Chairman and CEO, ICOS Corporation
Technology valuation has replaced risk management as the management approach to analyzing the profitability of current and future technology projects. The Valuation of Technology: Business and Financial Issues in RD explores the link between research and development and shareholder value in a comprehensive way, providing mathematical models for the valuation of RD projects and answering critical questions on how to analyze technology initiatives and forecast their future value. This professional reference creates a common language for understanding the financial issues relating to RD and provides analytical tools that businesspeople, scientists, and engineers can use to assess new technologies, RD projects, and RD budgets-thereby facilitating communication and producing more enlightened decisions. It also identifies several common fallacies in performing valuation of technology-based properties, including adding together enterprises with different time horizons and failing to recognize the value of risk-minimization strategies. Among the many remarkable features of The Valuation of Technology: * Offers quick, easy models for technology valuation that readers can use immediately * Includes a method for the quantitative valuation of technology projects and shows readers how to build a project spreadsheet and assign value to research projects * Comes with a disk containing templates for a selection of mathematical models provided in the book

From the Back Cover
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About the Author F. PETER BOER is President and CEO of Tiger Scientific, Inc. and a professor of management and engineering at Yale University. He is a former executive vice president and CTO of W. R. Grace Co. He has also held business management and technical positions at the Dow Chemical Company and the American Can Company. Boer holds an AB in physics from Princeton University and a PhD in chemical physics from Harvard University, and is a member of the National Academy of Engineering. He has created and presented the seminar "The Financial Impact of Technology" to business managers across the nation.