

Stanford University

# Technology Entrepreneurship

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## LECTURES

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## COURSE INFORMATION

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## Creativity and Improvisation

### Videos

**Creativity and Improvisation** ~18 min



**Brainstorming** ~18 min



### Key Concepts

Creativity, brainstorming, improvisation. Key tools in the toolset of the entrepreneur.

Also available on YouKu in China: <http://u.youku.com/eesley>

### Reading

- Technology Ventures: Chapters [3.1-3.4](#), [5.3-5.5](#), [6.2,6.3](#)
- [Brainstorming Rules](#)

Recommended reading: [Stanford University Economic Impact via Innovation and Entrepreneurship Full](#)

[report](#)

## Assignment

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