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Reviews

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(Billy Christiansen)

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Atlantic Publishing Co. Paperback. Book Condition: new. BRAND NEW, How to Get Your Amazing Invention on Store Shelves: An A-Z Guidebook for the Undiscovered Inventor, Michael Cavallaro, Ideas are everywhere. People are constantly thinking up better ways to do things and make peoples lives easier. Every year, more than 1.6 million new patents are filed world-wide and millions of new ideas sit on the desktops of basement inventors waiting to be turned into the ultimate money making, life altering product that they have dreamed of creating since childhood. Turning those ideas into marketable products though can be an incredibly lengthy, complex process, especially for the independent inventor with limited resources. In this age of the self-made celebrity, expert, and business owner, there is no reason why you cannot market your inventions as well and create a demand for your amazing new idea. With the help of this comprehensive guide to the invention marketing process, you will learn everything you need to know to go from independent inventor to profiting entrepreneur. It starts with knowing exactly what the current independent inventor is dealing with the market climate and how things like the Internet have fundamentally changed how new products are presented. You will learn how to start commercialising what, to this point, has only been an idea researching the industry into which you are trying to enter, how long to wait, what the actual value of your product is opposed to the perceived value and how you can calculate that actual value, and how licensing and marketing work on a fundamental level. You will learn the ins and outs of the patent process and what you need to do to protect every exceptional idea you ever develop. To supplement your patent, you will learn how to time the marketing of your...



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