



Bringing Your Product to Market: Fast-Track Approaches to Cashing in on Your Great Idea , 2nd Edition

Don Debelak

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This is a revised and expanded new edition of the classic guide for inventors. When this comprehensive resource for inventors was first published, bringing a new product to market was costly, time-consuming, and very risky. But today, new technologies including the Internet have drastically changed the world of inventing. In the past, inventors had to handle production, manufacturing, packaging, and distribution by themselves. Today, large companies are constantly looking for new inventions to license, and new technology makes it easier than ever for inventors to outsource what they can't handle themselves. A leading expert on invention and innovation, author Don Debelak has brought this one-of-a-kind inventor's guide fully up to date. This new edition is packed with trustworthy, proven advice on product design, manufacturing, patenting, licensing, distribution, financing, and more. Plus, the latest innovative strategies in funding, outsourcing, and Internet marketing make this the most complete and up-to-the-minute guide available for inventors like you. Inside, you'll learn how to: recognize a valuable, moneymaking idea; determine if your product is market-ready; create a custom, step-by-step product-to-market strategy; adjust your strategy for changing market conditions; find financial help from investors and partners; use turbo-outsourcing to bring your product to market in a year or less; and, find a manufacturer to cover up-front development costs. With more funding, licensing, and outsourcing options available, it's easier and cheaper than ever to get your product on the shelves. So why wait? Whether you're an experienced inventor who wants to sell more of your creations, or just someone with a million-dollar idea, this is your guide to financial success. Don Debelak's expert advice and timeless wisdom have already helped thousands of people turn their inventions into cash. Don't miss the boat!

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