



Take Your Invention to Market (Paperback)

By Dale Davis

Self-Counsel Press, Canada, 2005. Paperback. Book Condition: New. 246 x 211 mm. Language: English . Brand New Book. If you have a good idea for a new invention, product, or service, this book will give you all the tools you need to take your ideas and turn them into profitable businesses. Take Your Invention to Market shows you in a step-by-step manner how to develop your ideas, take them to the marketplace, and profit from them! It's not enough just to patent your invention. You've got to turn it into an actual product or service and sell it in the marketplace. This book shows you how to take this next step. By reading this book, you will learn how to: Evaluate your idea; Research the competition and opportunities; Protect your ideas with patents, trademarks, and copyrights; Prototype your invention; Develop optimum design processes; Test your products for potential liabilities; Market your idea or product; Finance your invention; License your product. The CD-ROM contains contact lists to help you get in touch with people in the field, such as designers, marketers, product researchers, and more.



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