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One Simple Idea - by Stephen Key ISBN: 0071756159 Date read: 2011-04-29 How strongly I recommend it: 4/10 (See my list of 200+ books, for more.). Go to the Amazon page for details and reviews.. Good introduction into the world of licensing your ideas to companies that manufacture products.

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InventRight Official Site

inventRight is the world's leading expert on product licensing. Cofounded by Stephen Key and Andrew Krauss in 1999, it has since helped people from more than 60 countries license their ideas for new products.

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Recently I received a copy of the book One Simple Idea, written by Stephen Key of Invent Right.. Key is an inventor coach and through Invent Right offers a home study program for inventors

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Stephen Key Author Biography Entrepreneur

Stephen Key is an inventor, author, speaker and co-founder of InventRight, LLC., a Glenbrook, Nev.-based company that educates entrepreneurs in how to bring ideas to market.

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Let Stephen show you how to apply a few simple techniques to bring an idea to market! Author Stephen is the author of the bestselling book series One Simple Idea published by McGraw-Hill.

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