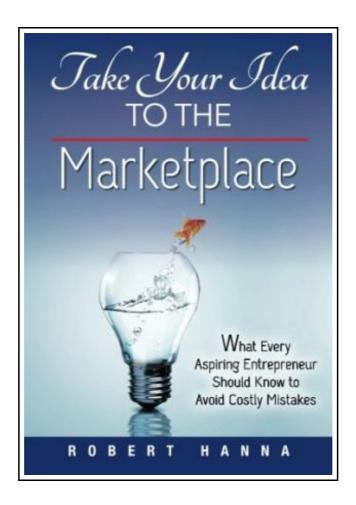
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TAKE YOUR IDEA TO THE MARKETPLACE: WHAT EVERY ASPIRING ENTREPRENEUR SHOULD KNOW TO AVOID COSTLY MISTAKES (PAPERBACK)



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Createspace, United States, 2013. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. Have you ever had an idea for a new gadget or product and wondered what to do with it? Knowing where to begin and how to proceed can be bewildering and even intimidating, can t it? After reading Take Your Idea to the Marketplace: What Every Aspiring Entrepreneur Should Know to Avoid Costly Mistakes, much of that doubt and apprehension will be dispelled. You Il know what to expect as you develop your idea into a marketable product. You Il learn how to: - Read a patent - Save money by making a joint venture - Price a product for a sustainable profit - Set up your company - Communicate with overseas suppliers - Sell on QVC and the Internet - Avoid the common pitfalls of advertising - Plus tips on many other subjects The book is unique because the author not only walks you through the steps you must take to develop your idea, but he also relates his personal experiences in turning his own invention into a popular seller. You ll learn what costs are associated with developing a product. The author lays out the actual expenses related to each step he took, so you ll come away with an idea of what your cost may be. Exhibits are included throughout to illustrate the steps with concrete examples. Having an idea doesn t make you an entrepreneur, but if you read this book you ll significantly increase your chances of becoming a successful player in the global marketplace. ROBERT HANNA holds a BS degree in Mechanical Engineering from South Dakota State University. He worked in management for International Harvester and the Case IH Company for more...

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