



Take Your Idea to the Marketplace: What Every Aspiring Entrepreneur Should Know to Avoid Costly Mistakes

By Associate Professor of Philosophy Robert Hanna

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 ll 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...



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