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## Preparing Inventions for Marketing Success The Secrets of Successful Inventors

By James M. Lowrance

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 110 pages. Dimensions: 8.3in. x 5.4in. x 0.3in. This book is a combination of two separate titles currently also available on Amazon, for those inventors who like to have a more extensive manual on hand. Included in the chapters, are the essential facts, considerations and steps that must be implemented before launching new product-inventions onto the marketplace, to better increase the odds for success. Authored by inventor - Jim Lowrance, who has successfully marketed and licensed six products in the outdoors sports industry, placing them with some of the world's largest retail outlets, including Wal-Mart stores, Bass Pro Shops and Cabelas. He also gained national telemarketing exposure for his products and landed a national promotion for his patented fishing rod accessory called The Rod Floater, with a major oil company - Kerr-McGee, manufacturer of Mystik outboard motor oil (1992). He currently still receives royalty payments for this invention (since 1995) and previously licensed five others, eventually selling them for outright sums to manufacturers who still market them. Written in easy-to-follow language, this resource offers opportunity for a well-rounded, general education that can help to instill a...



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