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Idea to Invention: What You Need to Know to Cash in on Your Inspiration

By Patricia Nolan-Brown

Amacom. Paperback. Book Condition: new. BRAND NEW, Idea to Invention: What You Need to Know to Cash in on Your Inspiration, Patricia Nolan-Brown, You don't have to be a mechanical genius to be an inventor. Anyone can invent - a parent wrestling with a baby sling .a coach frustrated with slick-soled running shoes .an office worker determined to keep the computer cords untangled. Inventing is simply finding clever solutions to everyday challenges. Author and inventor Patricia Nolan-Brown has turned common annoyances into ingenious and money-making products. She shares the tricks of her trade in Idea to Invention, a practical guide that helps ordinary people look at their world with the eyes of an inventor. Readers will learn six simple steps to invention - and discover: how they rate on six crucial personality traits; creativity habits that spark invention; the power of tape-and-paper prototypes to refine their vision; how to navigate the ins and outs of licensing and patenting their product; the pros and cons of finding a licensed manufacturer vs. running a home-based assembly line; how to promote their invention-from perfecting the pitch and finding store buyers to trade-show shortcuts and strategies for creating buzz online; and product enhancements that...



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