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The Mom Inventors Handbook, How to Turn Your Great Idea into the Next Big Thing (Revised and Expanded 2nd ed)

By Tamara Monosoff

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, The Mom Inventors Handbook, How to Turn Your Great Idea into the Next Big Thing (Revised and Expanded 2nd ed), Tamara Monosoff, As featured on The Today Show. It is the definitive guide for aspiring product entrepreneurs - packed with important new resources. Written specifically for people seeking to turn their ideas into marketable products, this new edition of The Mom Inventors Handbook takes you step by step through the process, covering the latest, most innovative ways to create, fund, manufacture, and successfully sell products on a wide scale. A great deal has changed since the original publication in 2005. This edition covers everything novice entrepreneurs need to succeed in today's business landscape. New materials include: detailed steps on prototyping, manufacturing, and safety; updated information on patents and trademarks; new chapter covering crowdfunding, microloans, peer-to-peer loans, SBA loans, and angel investors; new chapter on creative, alternative sales channels, including Groupon, Living Social, QVC Sprouts, Zulily; in-depth coverage of video marketing and DIY Public Relations; and simple steps for licensing. "I am asked every day for advice about how to get products onto the shelves of our clubs. The answer to...



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