

<<一年将产品推向市场>>

图书基本信息

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内容概要

A revised and expanded new edition of the classic guide for inventors When this comprehensive resource for inventors was first published, bringing a new product to market was costly, time-consuming, and very risky. But today, new technologies including the Internet have drastically changed the world of inventing. In the past, inventors had to handle production, manufacturing, packaging, and distribution by themselves. Today, large companies are constantly looking for new inventions to license, and new technology makes it easier than ever for inventors to outsource what they can't handle themselves. A leading expert on invention and innovation, author Don Debelak has brought this one-of-a-kind inventor's guide fully up to date. This new edition is packed with trustworthy, proven advice on product design, manufacturing, patenting, licensing, distribution, financing, and more. Plus, the latest innovative strategies in funding, outsourcing, and Internet marketing make this the most complete and up-to-the-minute guide available for inventors like you. Inside, you'll learn how to: Recognize a valuable, moneymaking idea Determine if your product is market-ready Create a custom, step-by-step product-to-market strategy Adjust your strategy for changing market conditions Find financial help from investors and partners Use turbo-outsourcing to bring your product to market in a year or less Find a manufacturer to cover up-front development costs With more funding, licensing, and outsourcing options available, it's easier and cheaper than ever to get your product on the shelves. So why wait? Whether you're an experienced inventor who wants to sell more of your creations, or just someone with a million-dollar idea, this is your guide to financial success. Don Debelak's expert advice and timeless wisdom have already helped thousands of people turn their inventions into cash. Don't miss the boat!

书籍目录

Preface: Welcome to the World of Inventing Introduction: Fast-Track Inventing: A Game Anyone Can Play PART I: PREPARE FOR SUCCESS Chapter 1: Step 1 Evaluate Potential Ideas: Recognize the Money-makers Chapter 2: Step 2 Look Like a Winner: Demonstrate Business Savvy and Customer Knowledge Chapter 3: Step 3 Build a Business Foundation: Line Up Key Helpers and Financing Chapter 4: Step 4 Prepare for Kickoff: Decide on Patents and Prototypes Chapter 5: Step 5 Choose the Right-Fast Track Strategy: Understand What Works Best for Your Product PART II: THE FAST TRACK: LICENSING YOUR IDEA Chapter 6: Step 6A Prove the Concept: Demonstrate Why Your Product Is “ Hot ” Chapter 7: Step 7A Choose Your Targets: Determine Which Companies Will Benefit the Most Chapter 8: Step 8A Preserve Your Capital: Use Low-Cost Tactics for Landing a License Chapter 9: Step 9A Develop a Licensing Plan: Find the Quickest Way to Market Chapter 10: Step 10A Sell Your Concept: Create the Highest Value for Your Product PART III: THE FAST TRACK: TURBO-OUTSOURCING Chapter 11: Step 6B Prove the Concept: Establish That the Product Will Make Money Chapter 12 Step 7B Choose Your Partners: Find Distribution and Manufacturing Partners to Accelerate Sales Chapter 13: Step 8B Preserve Your Capital: Encourage the Manufacturer to Pick Up the Up-Front Costs Chapter 14: Step 9B Develop a Marketing Plan: Create the Backup for a Successful Deal Chapter 15: Step 10B Sell Your Deal: Motivate Companies to Move Quickly PART IV: THE LONG-TERM INVESTMENT: BUILDING A COMPANY Chapter 16: Step 6C Prove the Concept: Establish That the Product Will Make Money Chapter 17: Step 7C Choose Your Sales Strategy: Determine How to Become a Significant Market Force Chapter 18: Step 8C Preserve Your Capital: Structure Deals to Keep Control Chapter 19: Step 9C Develop a Business Plan: Creating High Value for Your Company Chapter 20: Step 10C Sell Your Product: Motivate Customers and Distribution Appendix A: The Go-No-Go Decision Matrix Appendix B: Checklists before Starting the Introduction Process Appendix C: Sample Documents Appendix D: Web Addresses for Inventor Stories Glossary Resources Index

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