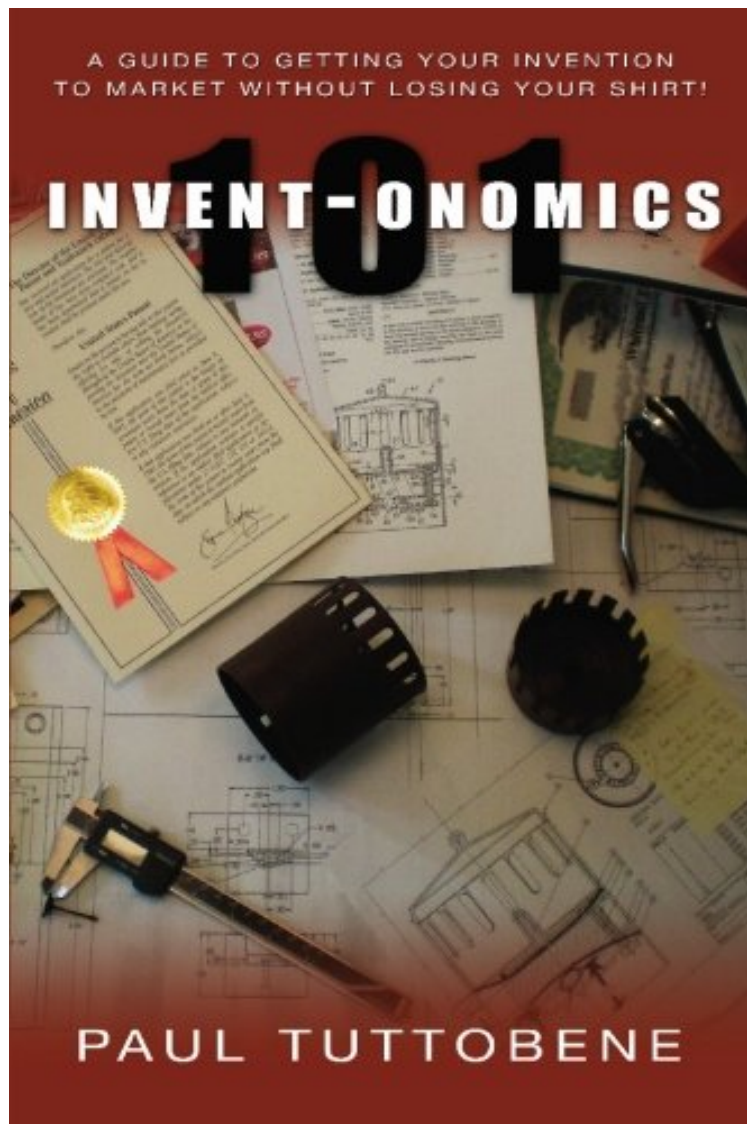


[Download pdf ebook] Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt!

Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt!

Paul Tuttobene

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#5419922 in Books Paul Tuttobene 2009-01-08 2009-01-08 Original language: English PDF # 1 9.00 x 1.05 x 6.00, 1.36 #File Name: 1439213879466 pages Invent onomics 101 A Guide to Getting Your Invention to Market Without Losing Your Shirt | File size: 67.Mb

Paul Tuttobene : Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt! before purchasing it in order to gage whether or not it would be worth my time, and all praised Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt!:

0 of 0 people found the following review helpful. Five StarsBy CustomerIts good3 of 3 people found the following review helpful. Check this book before you jump inBy David J. StebbingThis book is a good read and a must for anyone contemplating taking an invention or idea to market. If you pay attention Tuttobene will help you avoid all the classic pitfalls.

Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt! by Paul Tuttobene is a five-year case study and guide that helps the inventor/entrepreneur evaluate a products financial potential in the market, and then walks them through creating a business plan and timeline, prototyping, patent and legal requirements, test marketing, trade shows, and much more. And all this knowledge and preparation is presented with a single focus in mind: to secure a final sale of the product to a company with licensing agreements that generate royalties. From invention to development, to production and marketing, the author covers every aspect of the process. Tuttobene has written a smart, action-oriented, and invaluable manual for entrepreneurial success. *Invent-onomics 101: A Guide to Getting Your Invention to Market Without Losing Your Shirt!* is sure to please any motivated, creative go-getter willing to put time and effort into making their dream come true.

About the AuthorFor over twenty years, Paul Tuttobene has built a reputation successfully introducing new and innovative products to the market. After graduating from St. John Fisher College in 1985, Mr. Tuttobene worked in sales and marketing positions for two Fortune 500 companies before attending the University of Rochesters Simon School of Business. He started PLT Associates at the age of twenty-five, which has since evolved into a full-service marketing and sales organization servicing a select clientele. As president of PLT Associates, Mr. Tuttobene has been involved in introducing dozens of new products and processes to several different markets worldwide, and has been awarded three U.S. patents. Mr. Tuttobene was also a member of the team that won the 2005 CERF Charles J. Pankow Award for Innovation. Mr. Tuttobene lives and works outside of Rochester, New York with his wife and two daughters.