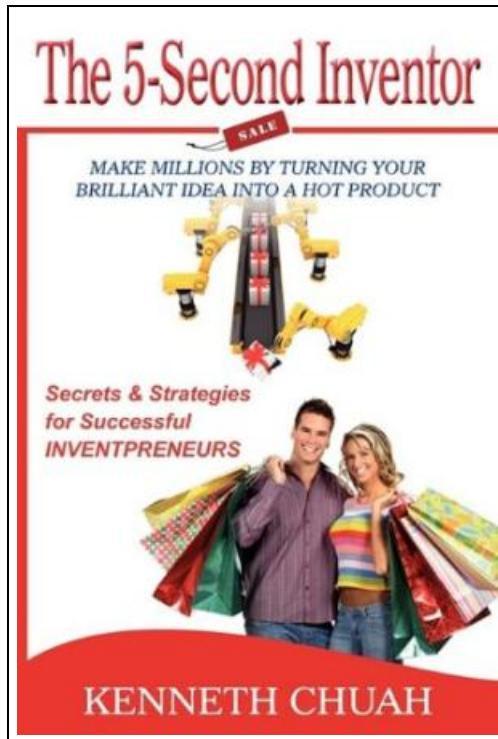


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Reviews

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THE 5-SECOND INVENTOR: MAKE MILLIONS BY TURNING YOUR

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Dog Ear Publishing, United States, 2009. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Countless great products have failed to show up on the market because the creators, average people with five-second flashes of inspiration, didn't know what to do with their ideas. The 5-Second Inventor gives these people a step-by-step guide through the process that professional developers use to produce and market products, but focuses on self-production. Ken Chuah uses his own experiences to help the beginning inventpreneur (an inventor/entrepreneur) with low-budget strategies, a unique screening test to pinpoint the best manufacturers, and an in-depth chapter on understanding Chinese culture for the outsourcing inventpreneur. The 5-Second Inventor streamlines the process of converting ideas into products, emphasizing self-production rather than licensing deals. A reader will learn to identify his or her idea's potential with market research pinpointing the potential product's target audience. For security during this and the development process, The 5-Second Inventor covers different types of patents, non-disclosure agreements, and other ways to protect intellectual property. For the production phase, it outlines strategies for minimizing the initial startup budget. This includes the pros and cons of overseas manufacturing and information for the inventpreneur who chooses an overseas manufacturing partner. Ken gives advice for working with different types of retail buyers, such as big chain stores or online retailers. The 5-Second Inventor gives guides for publicity, marketing, and methods of selling one's innovative product. Written in layman's terms for people new to the invention industry, The 5-Second Inventor is the perfect guide for beginning inventpreneurs.

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