

# Your Idea, Inc. - Sandy Abrams

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Burt's Bees . . . Crocs . . . Facebook . . . Every time a new story about how some nobody from nowhere got rich producing some clever new product in his garage, you may think, "Why can't I do that?" Well, anyone can--the trick is to take those good ideas and build them into great products that can succeed in the marketplace. In this book, you will get the 12-step plan you need to make your new product or service a profitable reality. You will learn important skills for success, including how to: Refine their idea to attract a target audience; Research the competition; Find the right manufacturer; Create appropriate brand messaging; Build buzz online and beyond; Work trade shows and conventions. Written by a woman with no formal business experience who turned her own idea into a million-dollar company, this book is the pragmatic yet inspiring guide every aspiring entrepreneur is looking for. Author: Abrams, Sandy Publisher: Adams Media Illustration: N Language: ENG Title: Your Idea, Inc. Pages: 00256 (Encrypted PDF) On Sale: 2010-10-30 SKU-13/ISBN: 9781598699098 Category: Business & Economics : New Business Enterprises

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