



Marketing Your Invention (3rd Revised edition)

By Mark Dickson

American Bar Association. Paperback. Book Condition: new. BRAND NEW, Marketing Your Invention (3rd Revised edition), Mark Dickson, This monograph provides the inventor or small corporate entrepreneur with practical guidelines for marketing an invention. It presents general information in an effort to help move an invention into the marketplace. Emphasis is placed upon understanding the role patents play in promoting, licensing, and selling an invention. Among the topics covered include: -Evaluating the potential of new technology -Drafting a business plan -Going into business for yourself - Manufacturing and distributing alternatives -Marketing representatives.

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