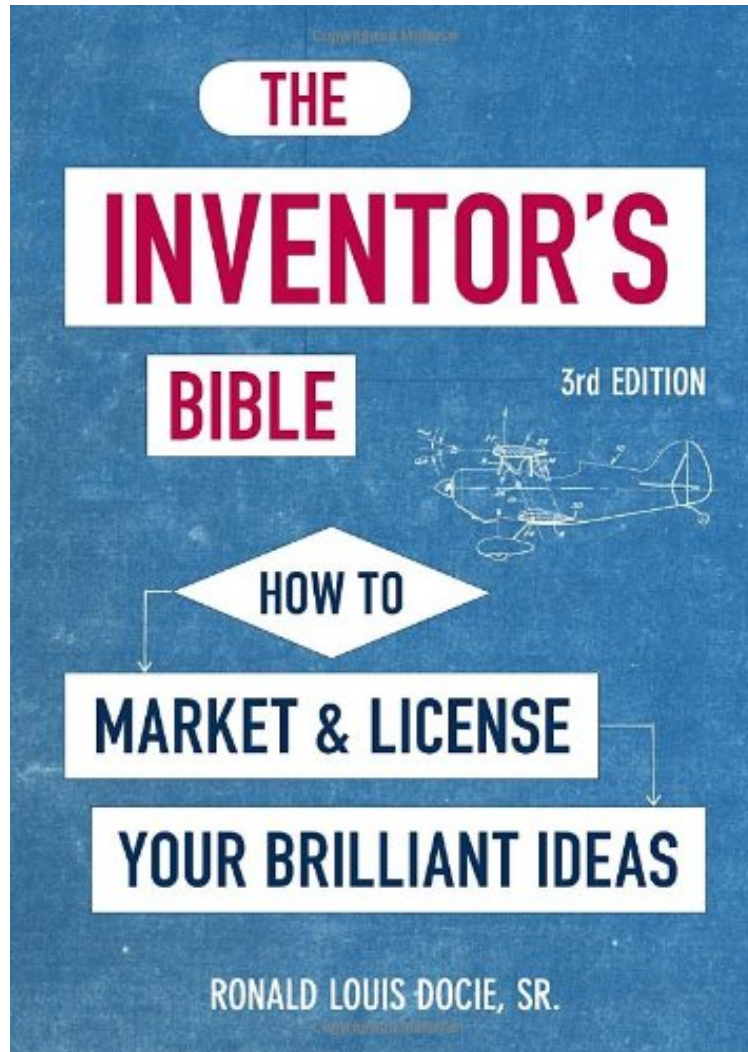


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The Inventor's Bible, 3rd Edition: How to Market and License Your Brilliant Ideas

Ronald Louis Docie Sr.

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spend too much cash and valuable time striking out in many directions trying to figure the best path to bring your product to commercial success and winding up feeling confused and frustrated. the author is an inventor himself as well as a practicing licensing agent. he has been there and done that. he has more than 2 decades of real working knowledge of what it takes to get you and your invention to the decision makers who can make the deals really happen. the book has real life experiences ,both good and bad of what can happen in the world of marketing new products. there are surprising twists in some of these accounts that demonstrate how a sure deal can go south in the 11th hour and others that looked rather hopeless suddenly turned for the better. it goes to show that one never knows ,not even the author admits, of what can happen in the process of dealing with this kind of endeavor. if you read the book and use the work book in back then there are no confusing moments of what to do with loads of useful information. this alone is what made this book stand out for me . i have read a few books on the subject and i have a few ideas i want to try out but i had never seen an actual step by step plan laid out so easily implemented. the book has tons of of solid up to date information and actual techniques to use so that you really feel empowered to move forwards. i finished the book and did not hesitate to start following the work book steps. this is not an infomercial but you can actually read the book and can practically use the workbook to start the process . you move thru the 1st couple of levels quickly and rather easily then you are left with the actual contact info of distributors and manufacturers who can make your product come to life. this is exciting and somewhat nerve racking but none the less this is where you want to be if you are serious about putting your product in front of the decision makers who count most. read this book if you are truly committed to make it happen!!1 of 1 people found the following review helpful. *****By The TreeThis is probably the best book to read if you are considering inventing. But, he doesn't place enough emphasis on assigning (as opposed to licensing), nor trade secrets (versus patents), and he recommends a very slow-poke approach to inventing, while I am rather interested in the novelties market, and first-to-market inventing.1 of 1 people found the following review helpful. Marketing information helpfulBy George HamiltonA more concise edition would be appreciated with elimination of some rambling stories. A better quality of paper for print stock is definitely recommended.

The following description refers to an outdated version of the book. Please see The Inventor's Bible, Fourth Edition, for the most current edition. The Definitive Guide for Inventors Features the PATENT AND NEW PRODUCT MARKETING WORKBOOK that takes you step-by-step through: Protecting Your Idea (choosing the right steps) Patenting (how, when, and why) Selecting Manufacturers (that will do the best job) Finding the Best Markets (and expanding opportunities) Developing a Strategy and Market Plan (that fits perfectly into business plans) Presenting Your Invention to Companies (without getting ripped off) Negotiating the Best Deal (and how to hire the best advisors)