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clichéd career
advice, the
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pundit and*

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***creator of
Dilbert
recounts the
humorous ups
and downs of
his career,
revealing the
outsized role
of luck in our
lives and how
best to play
the system.***

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*Scott Adams
has likely*

*failed at more
things than
anyone you've
ever met or
anyone you've
even heard of.
So how did he
go from
hapless office
worker and*

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***serial failure
to the creator
of Dilbert,
one of the
world's most
famous
syndicated
comic strips,
in just a few
years? In How
to Fail at
Almost***

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***Everything and
Still Win Big,
Adams shares
the game plan
he's followed
since he was a
teen: invite
failure in,
embrace it,
then pick its
pocket. No
career guide***

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*can offer
advice that
works for*

*everyone. As
Adams*

*explains, your
best bet is to
study the ways
of others who
made it big
and try to
glean some*

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***tricks and
strategies
that make
sense for you.
Adams pulls
back the
covers on his
own unusual
life and
shares how he
turned one
failure after***

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***another—including his
corporate
career, his
inventions,
his
investments,
and his two re
staurants—into
something good
and lasting.
There's a lot***

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***to learn from
his personal
story, and a
lot of
entertainment
along the way.
Adams
discovered
some unlikely
truths that
helped to
propel him***

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forward. For instance: •

Goals are for losers.

Systems are for winners. •

“Passion” is bull. What you need is personal energy. •

A combination of

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*mediocre
skills can
make you*

*surprisingly
valuable. •*

*You can manage
your odds in a
way that makes
you look lucky
to others.*

*Adams hopes
you can laugh*

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*at his
failures while
discovering
some unique
and helpful
ideas on your
own path to
personal
victory. As he
writes: "This
is a story of
one person's*

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*unlikely
success within
the context of
scores of
embarrassing
failures. Was
my eventual
success
primarily a
result of
talent, luck,
hard work, or*

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*an accidental
just-right
balance of
each? All I
know for sure
is that I
pursued a
conscious
strategy of
managing my
opportunities
in a way that*

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***would make it
easier for
luck to find
me.”***

***A young child
tries a series
of wacky
experiments,
such as seeing
if a piece of
bologna will
fly like a***

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*frisbee and
determining
whether*

*seedlings will
grow if
watered with
expensive
perfume, and
then must
suffer the
consequences
of experiments*

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gone awry.

*If your goal
is to have all
of the money
you need to
bring your
inventions to
life and to
have them sell
like hotcakes
out in the
marketplace,*

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**don't read
this book...me
morize it.**

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reveals in
detail a very
powerful
strategy for
persuading
investors to
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products,***

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will change
the way you
think about
approaching
investors. It
will change
the way you
present your
ideas to them.
It will save***

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*you time. It
will give you
more resources*

*for making
every single
one of your
inventions a
reality. Learn
this strategy
and you will
never worry
about having*

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How much cash
you have to
fund your
dreams is
entirely up to
you. Because
if you use the
techniques I
lay out in
this report
haphazardly***

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***you may get a
few bucks here
and there.***

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properly,
you'll have
investors
fighting each
other for the
right to back
your idea. I
can say this***

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with

***confidence for
three reasons:***

***First, there
is a method to
the madness to
getting a
product backed
and to market.***

***And because of
my work in a
law office***

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*that
specializes in
patents, I
speak with
tinkerers,
inventors, and
innovative
business
owners every
day. I see
what
works...what*

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**doesn't
work...and**

**what separates
the people who
see their
dreams comes
true from the
ones who
constantly
face
frustration
and failure.**

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***Second, there
is a pattern
to who gets
funding and
who walks away
empty handed.
Supplementing
my findings
working with
inventors,
I've watched
and studied***

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***every episode
of the hit ABC
show Shark
Tank (the
reality TV
show where
inventors
present their
ideas to
investors -
called Sharks
- and try to***

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***convince them
to invest
money in their
ideas).***

***Amazingly, the
exact elements
that***

***consistently
help the
inventors who
walk through
my office,***

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**work like
gangbusters
for the**

***inventors who
secure a deal
from the
Sharks. And
finally, I've
spent much of
my career
making and
selling the***

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***things I've
developed. In
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Shark Tank,
you'll learn:
Why inventors
fail (the one
thing that
differentiates
the rich,
successful
inventor from***

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***the inventors
with thousands
of***

***"ideas..".but
not a dollar
to show for
it) When***

***having strong
sales can hurt
your chances
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nine questions***

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your business
or idea when
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haven't sold
one product*

*How a product
smaller than a
band-aid
attracted the
biggest offer
ever on the
show (\$4
million for
the whole*

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***company)! What
you must to
get investors
to trip over
themselves to
invest in your
product When
great products
don't make the
cut. The Three
P's of
Inventor***

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***Financing and
why investors
will walk away
even when they
think you have
a grand slam
product The
deal breaker
that forces
investors to
walk away even
if they love***

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your product

(and the

dealmaker that

attracts

investors like

bees to honey

even if you

have a subpar

product) When

being a slick

salesman kills

your chances

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***for funding
and how to
create a
product that
sells itself
(in fact, if
you do this
first you will
never again
waste time and
money
inventing a***

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inconvenient
truths about
money: Why
good, smart
people stay
poor and evil,
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and
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finally, the
four elements
to a
bulletproof
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the step-by-
step formula
is the key to
persuading
investors to
back your
idea. Plus
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*New York Times
Bestseller Rosie*

Book 6

may seem quiet during the day, but at night she's a brilliant inventor of gizmos and gadgets who dreams of becoming a great engineer. When her great-great-aunt Rose (Rosie the Riveter) comes for a

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visit and mentions her one unfinished goal—to fly—Rosie sets to work building a contraption to make her aunt's dream come true.

But when her contraption doesn't fly but rather hovers for a moment and then crashes, Rosie deems the invention

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a failure. On the contrary, Aunt Rose insists that Rosie's contraption was a raging success: you can only truly fail, she explains, if you quit. From the powerhouse author-illustrator team of Iggy Peck, Architect comes Rosie Revere, Engineer,

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*another charming,
witty picture book
about believing in
yourself and
pursuing your
passion. Ada Twist,
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companion picture
book featuring the
next kid from Iggy
Peck's class, is
available in*

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*xml:namespace
prefix = o ns = "urn:s
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*com:office:office" /--
Praise for Rosie*

Revere,

*Engineer"Comically
detailed mixed-
media illustrations*

*that keep the mood
light and emphasize
Rosie's creativity at
every*

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*turn."—Publishers
Weekly "The detritus
of Rosie's
collections is
fascinating, from
broken dolls and
stuffed animals to
nails, tools, pencils,
old lamps and
possibly an erector
set. And cheddar-
cheese spray."*

—Kirkus Reviews

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*"This celebration of
creativity and
perseverance is told*

*through rhyming
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momentum and
steady pacing to a
story, consistent with
the celebration of its
heroine, Rosie.*

*She's an imaginative
thinker who hides
her light under a*

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*bushel (well, really,
the bed) after being
laughed at for one of
her inventions."*

—Booklist Award

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quality, and here the
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authors have
collectively
condensed much of
the knowledge
garnered from the
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*this global field into
one handy
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*end result is, indeed,
a fresh recognition, if
recognition still
needs to be made,
of the major
importance of this
new global growth
phenomenon of
international
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Mark Haydon,
International Journal
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well as those

already engaged in

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*it. . . I was
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*been an increased
interest in research
on the*

*internationalization
of new ventures and
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has collected and synthesized the contributions of leading researchers in an effort to define and categorize the unique contributions and state-of-the-art of this emerging field. It provides a comprehensive, multi-disciplinary treatment that

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*advances the
frontiers of
knowledge
regarding the
fundamental
concepts, methods,
and theories of
international
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The Handbook
should serve as both
an authoritative and
comprehensive*

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York University
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Business, US
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and international
business have*

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remained separate subjects for far too long. The study of international entrepreneurship thrives on the cross-fertilisation of ideas between these fields. It is one of the most dynamic research areas in economics and management. The

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methodologies and
vigorous research.

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volume, the
researchers have
assembled and
presented a cross-
section of tested
methods, and
innovative
approaches. These
contributions are an
inspiration to

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*younger
researchers, and
this bids fair to set
the tone, and level of
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and vigour for future
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emerging field of
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entrepreneurship.*

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**A baker who
liked to throw**

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around empty
pie tins
invented the
Frisbee. An eleven-year-old
boy invented
the Popsicle
after he left
his soda pop
and water
concoction on
the back porch

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tracing facets
of modern life
(refrigeration
, clocks, and
eyeglass
lenses, to
name a few)
from their
creation by
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invented the
phonograph
before Edison
but forgot to
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playback, to
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movie star who
helped invent
the technology
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would

otherwise be
virtually
uninhabitable;

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When a company is

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committed to
growing through
innovation - not
just exploiting the
existing business
models - standard
accounting
documents offer
insufficient and,
oftentimes
irrelevant data.
Innovation
Accounting is a

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practical guide for
these companies to
help them measure
and track

innovation. Most
established
organizations have
understood the
need to innovate
and become more
digital, however the
management tools
available to leaders

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seeking to understand the investments in innovation are lacking. Financial accounting in particular is difficult to use in the context of (digital) innovation.

Therefore a new complementary system for

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measuring and tracking innovation is needed. The book provides tools, frameworks, templates, and visualizations that can be easily understood and applied. These can all be used by executives looking for a new way of

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managers who
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teams using more
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- escalating customer demands driving the imperative for superior value
- totally integrated marketing to

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deliver customer
value · the

profound impact of
electronic business
on customer
relationships ·
managing
processes like
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implementation At
once pragmatic,

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were once

ivory towers

where

scholarship

and teaching

reigned

supreme, or so

we tell

ourselves.

Whether they

were ever as

pure as we

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*think, it is
certainly the
case that they
are pure no
longer.*

*Administrators
look to
patents as
they seek
money by comme
rcializing
faculty*

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*discoveries;
they pour
money into
sports with
the
expectation
that these
spectacles
will somehow
bring in
revenue; they
sign contracts*

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with soda and
fast-food
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companies,
legitimizing
the dominance
of a single
brand on
campus; and
they charge
for distance
learning
courses that

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*they market
widely. In
this volume,
edited by
Donald G.
Stein,
university
presidents and
others in
higher
education
leadership*

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positions
comment on the
Book 6
many

connections
between
business and
scholarship
when
intellectual
property and
learning is
treated as a

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marketable
commodity.
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Some

*contributors
write about
the benefits
of these
connections in
providing much
needed
resources.
Others*

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*emphasize that
the thirst for
profits may*

*bias the type
of research*

that is

carried out

and the

quality of

that research.

They fear for

the future of

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*basic research
if faculty are
in search of*

immediate

payoffs. The

majority of

the

contributors

acknowledge

that commercia

lization is

the current

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*reality and
has progressed
too far to
return to the
“good old
days.” They
propose
guidelines for
students and
professors to
govern
commercial*

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activities.

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Such

*guidelines can
increase the
likelihood
that quality,
openness, and
collegiality
will remain
core academic
values.*

An award-

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*winning
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*professor of
economics at
MIT and a
Harvard
University
political
scientist and
economist
evaluate the
reasons that
some nations*

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*are poor while
others*

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succeed,

outlining

provocative

perspectives

that support

theories about

the importance

of

institutions.

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*Sell? was
specifically
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anyone
considering
bringing their
invention to
market. A key
consideration
in marketing a
new idea or*

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*product is to
determine its
profitability,
especially
before
investing
capital on a
patent. James
White's
practical,
"reader
friendly"*

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manual will
provide the
non-specialist
general reader
with
inexpensive
techniques and
practical
steps to take
in assessing
whether or not*

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*their
invention will
be*

*commercially
viable.*

*Fundamental
issues are
clearly
addressed such
as what a
patentable
invention is,*

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*the step for
"idea
development"
and "product
development";
advertising
claims,
getting
professional
help, even
doing your own
patent search.*

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resources are
provided with
instructions
for how best
to utilize
them. If you
have an idea
or an
invention that
you want to

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*make money
with, begin by
a carefully*

*reading of
James White's
Will It Sell?*

*Monthly
Journal of
Insurance
Economics*

*The Commercial
ization of the*

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When New

Technologies

Cause Great

Firms to Fail

Popular

Mechanics

How to

Determine If

Your Invention

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*is Profitably
Marketable*
Book 6
(before

*Wasting Money
on a Patent)*
*Scientific
American*

**This book develops
a systematic
approach to the
role of failure in
innovation, using**

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the laboratory notebooks of America's most successful inventor, Thomas Edison. It argues that Edison's active pursuit of failure and innovative uses of failure as a tool were crucial to his success. From this

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**the author argues
that not only
should we expect
innovations to fail
but that there are
good reasons to
want them to fail.
Using Edison's
laboratory
notebooks, written
as he worked and
before he knew the**

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**outcome we see the
many false starts,
wrong directions
and failures that he
worked through on
his way to
producing
revolutionary
inventions. While
Edison's strengths
in exploiting
failure made him**

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American
inventors, they
could also be
liabilities when he
moved from one
field to another.
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invention, its
insights are
important to those
who seek to
innovate and to
those who employ
and finance them.
The definitive
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**the latest patenting
laws, information
on crowdfunding,
and online**

**resources. The path
to success is clearer
than it's ever been!**

**Thanks to
experienced
inventor Ronald
Docie, the process
of commercializing**

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**your invention and
receiving royalties**

is no longer

complicated. The

Inventor's Bible is

an in-depth how-to

manual for both

beginners and

skilled

entrepreneurs alike

that helps you

develop a realistic,

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**workable plan,
research your
market, target
potential business
partners, and strike
a good deal for
your inventions. It
tackles vital
concerns, such as:
What is my
invention worth?
What steps should I**

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**take first? Is free
government help
available? Who can**

**I trust, and how
can I keep from
getting ripped off?**

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recent changes and
innovations, this
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step through: -

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Inventor's Bible,
your dream can
become the world's
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invention.**

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information how to
spot and sidestep
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journey and sets
readers on a path
to startup success.
How Redeployable
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How We Got to
Now
Six Innovations
That Made the
Modern World
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and Trends from**

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Memorable New

Products

Rosie Revere,

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*Why Inventions Fail
to Sell And How to
Go from Ideas to
Profits Inside 30*

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DaysCreateSpace

*If your goal is to
have all of the
money you need to
bring your
inventions to life and
to have them sell
like hotcakes out in
the marketplace,
don't read this
book...memorize it.
This book reveals in
detail a very*

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persuading*

investors to fund

your new products,

inventions, and

ideas. It will change

the way you think

about approaching

investors. It will

change the way you

present your ideas

to them. It will save

you time. It will give

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*you more resources
for making every
single one of your
inventions a reality.
Learn this strategy
and you will never
worry about having
enough money.*

*How much cash you
have to fund your
dreams is entirely
up to you. Because
if you use the*

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techniques I lay out
in this book

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haphazardly you
may get a few bucks
here and there.

When executed
properly, you'll have
investors fighting
each other for the
right to back your
idea. I can say this
with confidence for
three reasons: First,

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there is a method to the madness to getting a product backed and to market. And because of my work in a law office that specializes in patents, I speak with tinkerers, inventors, and innovative business owners every day. I see

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*what works...what
doesn't work...and
what separates the
people who see
their dreams comes
true from the ones
who constantly face
frustration and
failure. Second,
there is a pattern to
who gets funding
and who walks
away empty*

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handed.

*Supplementing my
findings working
with inventors, I've
watched and
studied every
episode of the hit
ABC show Shark
Tank (the reality TV
show where
inventors present
their ideas to
investors - called*

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Sharks - and try to convince them to invest money in their ideas).

Amazingly, the exact elements that consistently help the inventors who walk through my office, work like gangbusters for the inventors who secure a deal from

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the Sharks. And finally, I've spent much of my career making and selling the things I've developed. In Secrets of the Shark Tank, you'll learn: Why inventors fail (the one thing that differentiates the rich, successful inventor from the

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*inventors with
thousands of
"ideas..".but not a
dollar to show for it)
When having strong
sales can hurt your
chances of funding
The nine questions
investors use to
evaluate your
business or idea
when you do have
sales The secret of*

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*"Entrepreneurial
Alchemy." How to
sway investors to
back your idea
when you haven't
sold one product
How a product
smaller than a band-
aid attracted the
biggest offer ever on
the show (\$4 million
for the whole
company)! What*

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*you must to get
investors to trip over
themselves to invest
in your product*

*When great
products don't make
the cut. The Three
P's of Inventor
Financing and why
investors will walk
away even when
they think you have
a grand slam*

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product The deal breaker that forces investors to walk away even if they love your product (and the dealmaker that attracts investors like bees to honey even if you have a subpar product) When being a slick salesman kills your

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*chances for funding
and how to create a
product that sells*

*itself (in fact, if you
do this first you will
never again waste
time and money
inventing a dud) The*

*inconvenient truths
about money: Why
good, smart people
stay poor and evil,
dumb people grow*

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*rich. Sex, alcohol,
and lawlessness for
profit. How to make*

\$91,000 a year with

drunk, felonious,

and girl chasing

employee And

finally, the four

elements to a

bulletproof pitch!

Used by every

winner and ignored

by every loser on

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*Shark Tank, the
step-by-step formula
is the key to*

*persuading
investors to back
your idea. Plus
much more!*

*Paul Niemann,
author of the
popular first
Invention Mysteries
book, is back with
his second book of*

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*you've started. Book
jacket.*

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Power, Prosperity,
and Poverty*

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Will it Sell?*

*Market-led Strategic
Change*

*Learn from the Past,
Create the Future*

Why Nations Fail

Most inventions

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*fail to sell
for one simple
reason. This
short book
tells you why.
It is the
transcript of
an interview
with one of the
world's top
experts on why
people buy what
they buy. Also*

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*known as market
research. And
because of his
expertise on
finding out
what a market
(a group of
people with a
common
interest)
wants...what
they are
willing to*

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*pay...and the
behaviors*

Book 6

*behind how they
buy...he has a
unique method
of going from
idea to
profitability
inside of 30
days. This is
NOT common...
Most inventors
do NOT see a*

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*profit until
months or years
after having*

*that idea (if
they don't go
broke first).*

*The technique
in this book
shortcuts that
process. And it
allows you to
skip a TON of
the unnecessary*

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*steps most
inventors think
they must go
through. This
book won't make
you a million
dollars. But,
it can save you
from wasting
thousands -
perhaps
HUNDREDS of
thousands of*

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*dollars - and
months (or
years) of your
life on an idea
that won't
sell. Plus - if
you do have a
good idea - it
will help you
monetize that
idea a lot
sooner. And, it
can help you do*

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*both in a way
that is fun,
fast, and
effective.*

*Popular Science
gives our
readers the
information and
tools to
improve their
technology and
their world.*

The core belief

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that Popular
Invention Prep
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Science and our
readers share:

*The future is
going to be
better, and
science and
technology are
the driving
forces that
will help make
it better.*

Entrepreneurial
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*firms are
important*

sources of

patented

inventions. Yet

little is known

about what

happens to

patents

"released" to

the market when

startups fail.

This study

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provides a first look at the frequency and speed with which patents originating from failed startups are redeployed to new owners, and whether the value of patents is tied

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*to the original
venture and
team. The*

evidence is

based on 1,766

U.S. patents

issued to 285

venture capital-

backed startups

that disband

between 1988

and 2008 in

three innovatio

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*n-intensive
sectors:
medical*

*devices,
semiconductors,
and software.*

*At odds with
the view that
the resale
market for
patented
inventions is
illiquid, we*

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*find that most
patents from
these startups
are sold, are
sold quickly,
and remain
"alive" through
renewal fee
payment long
after the
startups are
shuttered. The
patents tend to*

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be purchased by
other operating
companies in

the same sector
and retain

value beyond
the original

venture and
team. We do

find, however,
that the

patents and
people

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*sometimes move
jointly to a
new*

*organization
following the
dissolution of
the original
venture, and
explore the
conditions
under which
such co-
movement is*

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more likely.

The study

provides new

evidence on a

phenomenon-of

active markets

for buying and

selling patents-

underexplored

in the

literature and

consequential

for both

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that Failed

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