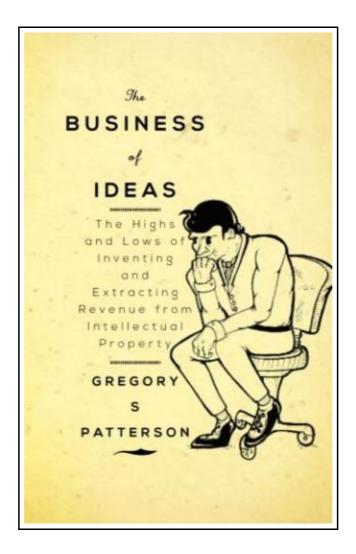
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THE BUSINESS OF IDEAS: THE HIGHS AND LOWS OF INVENTING AND EXTRACTING REVENUE FROM INTELLECTUAL PROPERTY



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AUTHORHOUSE, United States, 2012. Paperback. Book Condition: New. 203 x 127 mm. Language: English. Brand New Book ***** Print on Demand *****. Knowing when an idea has the potential to generate revenue for its inventor and how to go about extracting that revenue is a dilemma shared by many inventors. Whether you are a seasoned inventor or a part-time tinkerer, this book will help you decide if your idea has value and how to reach the pot of gold at the end of the inventor s rainbow. With over twenty-five years of experience in military and consumer product development, the author is a prolific inventor who has been involved in all aspects of product design and development. Currently he is president and chief technical officer of Porticos, Inc., a full-service mechanical engineering and design firm in Research Triangle Park, North Carolina, providing mechanical design services with a focus on innovative design, strategic planning, and technical direction. In this book, he shares his own personal and relevant experiences in an easy-to-understand and sometimes humorous style that will serve as an excellent reference for the inventor interested in generating revenue from his or her ideas.

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