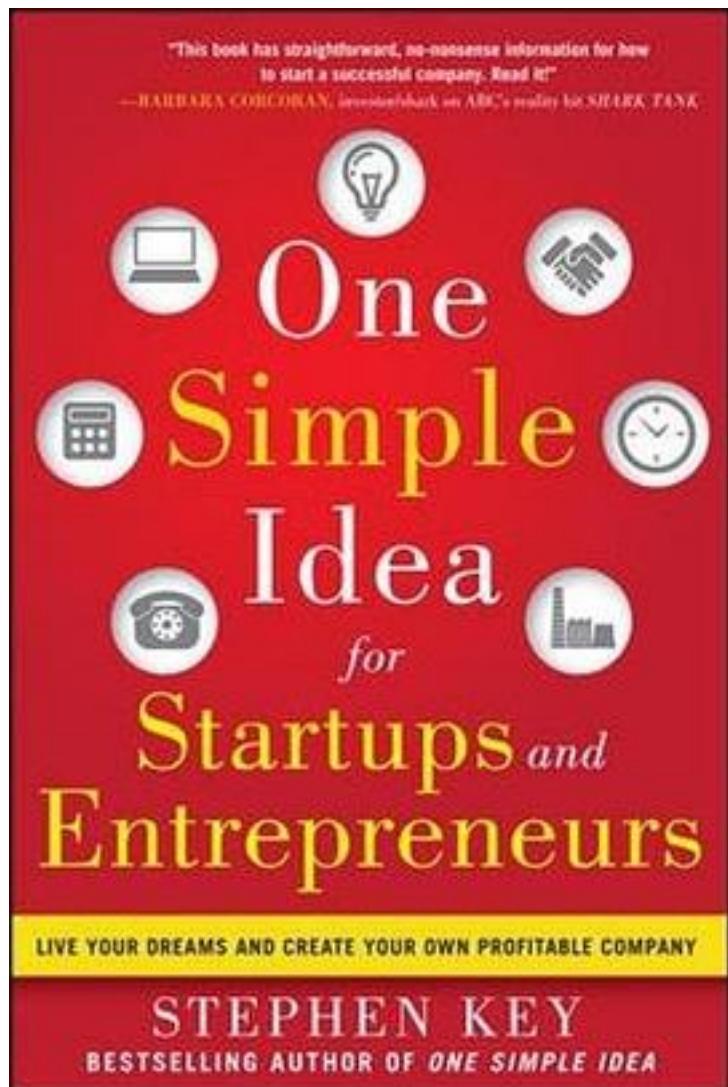


One Simple Idea for Startups and Entrepreneurs



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著者:Stephen Key

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From award-winning entrepreneur, inventor, and business owner Stephen Key comes the highly anticipated follow-up to his bestseller One Simple Idea. How many times have you seen a product and thought, I know how to make that better? Or not seen a product and thought, How is it that no one has invented this yet? And when haven't you thought, I need to be my own boss? You're thinking the right things. Now, the next step is to take action—and that's exactly what One Simple Idea for Startups and Entrepreneurs is all about. Stephen Key, one of the world's leading experts on getting business ideas off the ground, revealed in his groundbreaking book One Simple Idea just how simple it is to make a fortune by selling or "renting" your great ideas. Now, he helps you live the entrepreneurial dream by delivering a proven, straightforward process for starting, growing, and running a business—without the need for an MBA or millions of dollars in funding. As an inventor and successful business owner, Key brings a unique and fully rounded perspective to the subject, teaching you how to: develop, test, and protect your idea; plan and launch your business; manufacture, package, market, sell, and distribute your product; manage and grow your business; and prepare for and implement your endgame. Key draws on his own experience as a billion dollar inventor to offer how-to's and other takeaways you can use to get off the ground and into the black. Case studies, tips, and advice from other successful entrepreneurs underscore key principles to make it easier than ever for you to achieve your business and life dreams. You don't need millions of dollars or a business, engineering, or manufacturing background to develop, produce, and sell your own product idea. All you need is one simple idea—and the passion to make it happen.

Praise for One Simple Idea: "This book is straight-forward, no-nonsense information for how to start a successful company. Read it!" (Barbara Corcoran, investor/shark on ABC's reality hit *Shark Tank*). "The ideas in this book are key to creating the kind of enterprise that will create hundreds of thousands of jobs in the future. The goal of entrepreneurship is to reduce the risk of failure as detailed in this book." (Nolan Bushnell, inventor of Pong[registered] and founder of Atari[registered]). "Kudos!! One Simple Idea for Startups & Entrepreneurs is brilliant! A must read for those that have the courage to dive into their dreams. This is a true Road Map for those that have the passion to achieve their Freedom. Truly something that I wish would have been there for me 33 years ago." (Russ Hornsby, toy industry veteran, 2010 Toy of the Year award winner in seven different countries, and creator of hit toys ZhuZhu Pets[registered], XiaXia Pets[registered], DeGeDar[registered] and others). "I took one of those simple ideas and turned it into a company that now has its products in over 35,000 doors of retail distribution. With One Simple Idea for Startups & Entrepreneurs, Stephen gives us the tools we need to take an idea from your Head to the Store shelf." (Todd Basche, inventor of Word Lock[registered], the numbered 1 selling word combination lock).

"Any inventor or entrepreneur who wants to make money without risking hundreds of thousands in design, manufacturing, warehousing and distribution would be well served to take advantage of the practical wisdom offered up in Stephen's most recent work, One Simple Idea for Startups & Entrepreneurs." (Ron Hazelton, former home improvement editor for ABC's *Good Morning America* and leading authority in the do-it-yourself home improvement field). "One Simple Idea for Startups and Entrepreneurs is a MUST read. The process is broken down into steps that makes it simple to follow and gives you a roadmap to Success." (Gene Luoma, Inventor of Zip-It Clean[registered]). "Advice is everywhere but good advice is very rare. Stephen Key's One Simple Idea for Startups & Entrepreneurs is the exception." (Steve Greenberg, author of *Gadget Nation* and co-host of Food Network's television program *Invention Hunters*). "Stephen's a trailblazer in what is now widely accepted as the emerging field of frugal innovation." (Patrick Raymond, Invention Expert for *Huffington Post*, creator of InventionScore[registered], and co-host of *Invention Hunters* on Food Network).

"Stephen Key is the real deal. Without his knowledge and willingness to share it, I would not have been able to successfully bring my own product to market. Now I

readers of One Simple Idea for Startups & Entrepreneurs have the same opportunity to benefit from an education in startups and just how true it is that all it takes is persistence and one simple idea." (Nancy Tedeschi, inventor of SnapIt Screw&[trademark] and prize winner of the WalMart Get on the Shelf contest). "An easy, important read for practitioner and academic alike...Highly recommended." (Choice).

作者介绍:

斯蒂芬·奇，一位成功的企业家和屡获大奖的产品开发者。他发明的产品众多，拥有20多项特许授权创意、13项专利，为授权企业带来了几十亿美元的销售收入。他与发明家联合会主席安德鲁·克鲁斯一起，为创业者和发明者提供培训已有10年的时间，他的很多学生也通过他教授的方法成功地将创意转化为丰厚的收入。

作为创新领域的杰出领导者，斯蒂芬还多次出镜全美众多电视节目，比如《好创意》及真人秀节目《美国发明家》，并在美国专利商标局2009年9月举办的第14届独立发明者年会上发表了主题演讲。

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书评

国情，是一个神奇的词，当然更多的时候，它起到的作用是化神奇为腐朽。我毫不怀疑斯蒂芬·奇的这本书的价值，但是，在对于知识产权谈不上尊重的我国，他的很多思路只能看看而已，并不具备实操价值，这不是书的问题。

如果从实用的角度，创意的生成、市场调研的手法等，是...

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