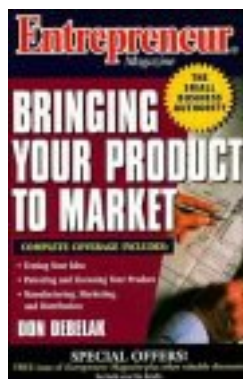


Entrepreneur Magazine



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Build an empire step by step Don't risk a small fortune trying to make a big one. Let acclaimed consultant Don Debelak show you how to get your exciting new product off the drawing board and into the marketplace--without losing your shirt! In this book, you'll learn what every inventor and entrepreneur needs to know about manufacturing techniques, product design, distribution channels, patents, licensing, and cash flow. You'll also discover how to handle some very tricky issues that are crucial to your success, including Knowing when your product is market ready Creating a step-by-step product-to-market strategy Adjusting your strategy to changing market conditions Finding financial help from investors, manufacturers, and distributors Having manufacturers pay development costs prior to licensing Also available from the Entrepreneur Magazine library: The Entrepreneur Magazine Small Business Advisor The Entrepreneur Magazine Small Business Answer Book Guide to Integrated Marketing Human Resources for Small Businesses Making Money with Your Personal Computer Small Business Legal Guide Starting a Home-Based Business Starting an Import/Export Business Successful Advertising for Small Businesses SPECIAL OFFERS! FREE issue of Entrepreneur Magazine 50% discount on Entrepreneur Magazine subscription 1/2 price admission to any Entrepreneur Magazine Small Business Expo Discount on American Entrepreneurs Association membership See details and coupons in back of book.

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