



## From Concept to Commercialization: A Strategic Approach for Bringing Everyday Ideas to Market (Paperback)

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By Dick J Liou

Createspace, United States, 2011. Paperback. Book Condition: New. 241 x 168 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Everyday ideas are all around us, but very few ever make it to the market successfully. If you have come up with a concept for a new product or business but have no clue how to commercialize it, you will find this book highly relevant and useful. Not all ideas should be pursued; most people fail in their attempts to commercialize their concepts. There is a harsh reality surrounding the process of transforming a concept to a physical goods or business entity. Without the honest assessment of an idea's profit potential, it is no different than playing the lottery and hoping to win. This book's value lies in its strategic and business-centric approach to helping you ensure that only winning ideas are invested in. The book does this by detailing five major aspects of the concept to commercialization process: (1) who is involved (2) a step by step approach (3) an extensive list of 120 concept-evaluation questions (4) business insights and principles, and (5) a tracking and monitoring framework to keep activities in alignment. It brings...



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