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

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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