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Most inventions fail to sell for one simple reason. This short

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themselves. Another item of concern was its packaging
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Most inventions fail to sell for one simple reason. This short book tells you why. It is the transcript of an interview with one of the world's top experts on why people buy what they buy. Also known as market research. And because of his expertise on finding out what a market (a group of people with a common interest) wants...what they are willing to pay...and the behaviors behind how they buy...he has a unique method of going from idea to profitability inside of 30 days. This is NOT common... Most inventors do NOT see a profit until months or years after having that idea (if they don't go broke first). The technique in this book shortcuts

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and synthesized the contributions of leading researchers in an effort to define and categorize the unique contributions and state-of-the-art of this emerging field. It provides a comprehensive, multi-disciplinary treatment that advances the frontiers of knowledge regarding the fundamental concepts, methods, and theories of international entrepreneurship. The Handbook should serve as both an authoritative and comprehensive reference work for researchers, and a state-of-the-art compilation of new insights for educational leaders. Ari Ginsberg, New York University Stern School of Business, US Entrepreneurship and international business have remained separate subjects for far too long. The study of international entrepreneurship thrives on the cross-fertilisation of ideas between these

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fields. It is one of the most dynamic research areas in economics and management. The contributors to this Handbook are the pioneers in the field, and this volume provides a definitive survey of their work. Mark Casson, University of Reading, UK These notable researchers share a common dedication to rigorous methodologies and vigorous research. Together in this volume, the researchers have assembled and presented a cross-section of tested methods, and innovative approaches. These contributions are an inspiration to younger researchers, and this bids fair to set the tone, and level of intellectual rigour and vigour for future research in the emerging field of international entrepreneurship. From the preface by Bob Kirk, University of Canterbury, New Zealand This unique reference book

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provides an array of diverse perspectives on international entrepreneurship, a new and emerging field of research that blends concepts and methodologies from more traditional social sciences. The Handbook includes chapters written by top researchers of economics and sociology, as well as academic leaders in the fields of entrepreneurship and international business. State-of-the-art contributions provide up-to-date literature reviews, making this book essential for the researcher of entrepreneurship and the internationalisation of entrepreneurs.

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Paul Niemann, author of the popular first Invention Mysteries book, is back with his second book of fascinating little-known secrets about America's favorite inventors and inventions. Written in a conversational tone that's entertaining for adults as well as for children, you'll find it hard to stop reading Invention Mysteries once you've started. Book jacket.

This book takes sides with inventors in their efforts to convert ideas into marketable products. It offers advice about channeling an initial inspiration into a marketable

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direction, and spells out what it takes to protect ideas from infringement.

Universities were once ivory towers where scholarship and teaching reigned supreme, or so we tell ourselves. Whether they were ever as pure as we think, it is certainly the case that they are pure no longer. Administrators look to patents as they seek money by commercializing faculty discoveries; they pour money into sports with the expectation that these spectacles will somehow bring in revenue; they sign contracts with soda and fast-food companies, legitimizing the dominance of a single brand on campus; and they charge for distance learning courses that they market widely. In this volume, edited by Donald G. Stein, university presidents and

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others in higher education leadership positions comment on the many connections between business and scholarship when intellectual property and learning is treated as a marketable commodity. Some contributors write about the benefits of these connections in providing much needed resources. Others emphasize that the thirst for profits may bias the type of research that is carried out and the quality of that research. They fear for the future of basic research if faculty are in search of immediate payoffs. The majority of the contributors acknowledge that commercialization is the current reality and has progressed too far to return to the “ good old days. ” They propose guidelines for students and professors to govern commercial activities. Such guidelines can increase the likelihood that quality, openness, and

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