



How to Get Your Product to Market: A Guide to Design, Manufacturing, Marketing and Selling

By Louise Guinda

Brightword Publishing. Paperback. Book Condition: new. BRAND NEW, How to Get Your Product to Market: A Guide to Design, Manufacturing, Marketing and Selling, Louise Guinda, Do you have an idea for a new product which you are convinced will be the 'next big thing'? Have you spotted a gap in the market and found a way to make people's lives easier or better? Then 'How to Get on to the High Street' is just the book you need. It is a step-by-step guide of how to transform your product from a dream in your head to a reality on the high street shelves. Topics covered include: making sure that people will buy your product before spending any money; stopping others copying your idea through patents, design registration and trademarks; creating a winning brand and marketing message; getting your product featured in the media; and breaking into big stores. Louise Guinda is the founder of Safe Dreams and the successful inventor of two products: the Cot Wrap and Safebreathe toys. Despite having no experience of bringing a product to market, Louise has succeeded creating a multi-national brand, winning numerous awards and appearing on the BBC website and STV News on the...



READ ONLINE
[1.39 MB]

Reviews

The ebook is fantastic and great. It really is basic but unexpected situations within the fifty percent in the book. Its been written in an exceptionally basic way in fact it is only after i finished reading through this ebook by which actually modified me, modify the way in my opinion.

-- **Ms. Donna Parker MD**

A really awesome ebook with perfect and lucid reasons. Indeed, it is engage in, still an amazing and interesting literature. I am just very easily could possibly get a satisfaction of reading a composed publication.

-- **Petra Kuphal**

Related Kindle Books



Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback

Book Condition: Brand New. Book Condition: Brand New.



Dog on It! - Everything You Need to Know about Life Is Right There at Your Feet

14 Hands Press, United States, 2013. Paperback. Book Condition: New. 198 x 132 mm. Language: English . Brand New Book ***** Print on Demand *****.Have you ever told a little white lie? Or maybe a bigger one that wasn't even white?...



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



Smile/Cry: Happy or Sad, Wailing or Glad - How Do You Feel Today?

Exisle Publishing (Australia). Hardback. Book Condition: new. BRAND NEW, Smile/Cry: Happy or Sad, Wailing or Glad - How Do You Feel Today?, Tania McCartney, Jess Racklyeft, An innovative flip-over picture book for young kids, showcasing the full emotional range of their formative...



What Do You Expect? She's a Teenager!: A Hope and Happiness Guide for Moms with Daughters Ages 11-19

Sourcebooks, Inc, United States, 2011. Paperback. Book Condition: New. 208 x 140 mm. Language: English . Brand New Book. If your little girl has suddenly turned into one big eye roll, then Arden Greenspan-Goldberg's What Do You Expect? She's a...



Do You Have a Secret?

Barron's Educational Series Inc., U.S., United States, 2005. Paperback. Book Condition: New. Marto Fabrega, Marta Fabrega (illustrator). 242 x 238 mm. Language: English . Brand New Book. Every child has secrets, and many secrets are fun to keep--for instance, a surprise birthday...