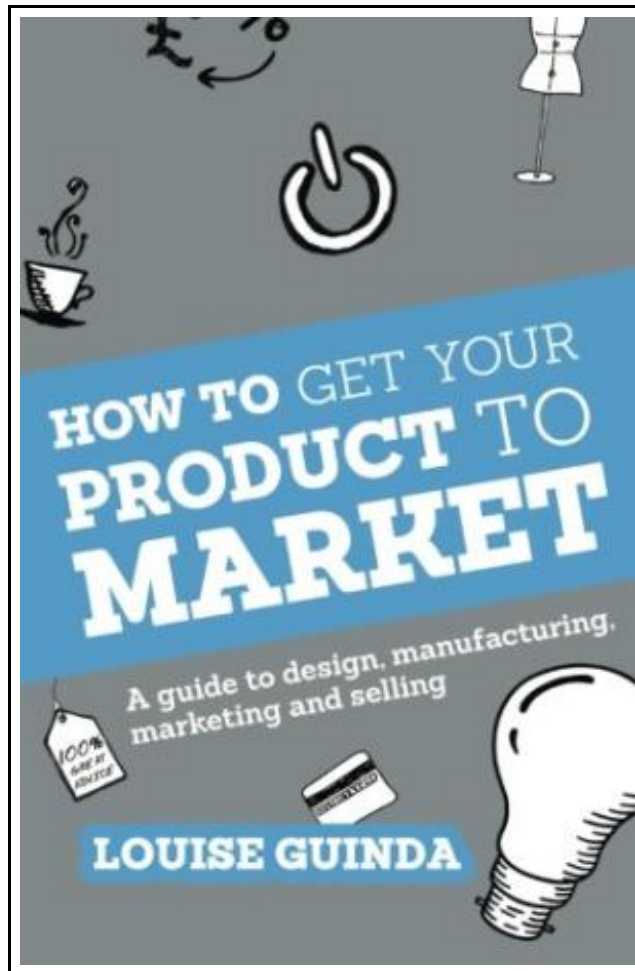


How to Get Your Product to Market: A Guide to Design, Manufacturing, Marketing and Selling



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(Ms. Ora Buckridge)

HOW TO GET YOUR PRODUCT TO MARKET: A GUIDE TO DESIGN, MANUFACTURING, MARKETING AND SELLING



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 way.



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