

Discover a New Product Book for the Entrepreneurial Student

Amazon Customer Rating: ★★★★★

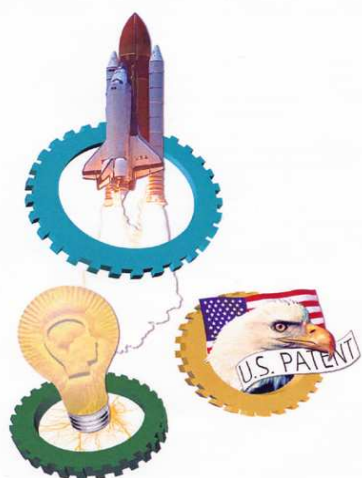
Sanford Ehrlich, Executive Director of Entrepreneurship and Associate Professor at San Diego State University

"*Product Idea to Product Success* is an invaluable resource for entrepreneurial students to learn how to turn an idea into a successful product. This book is exceptionally written and follows a rational step-by-step approach that is realistic and concise.

Midwest Book Review

"Expertly written by Matthew Yubas, *Product Idea To Product Success* is a handy financial and business guide to determining if an idea is commercially marketable; protecting rights; getting a competitive advantage; finding investors; making prototypes; establishing pricing strategies, and more. *Product Idea To Product Success* is a superb guide for readers with the desire to go into business for themselves."

Product Idea to Product Success



**A Complete Step-by-Step Guide
to Making Money from Your Idea**

Matthew Yubas

Entrepreneurship | Inventing | Marketing

Product Idea to Product Success

You Have an Idea, Now What?

Product expert Matthew Yubas presents a complete guide to turn your idea into a profitable product. Written in easy to understand language, clearly organized step-by-step instructions, and filled with helpful examples, Yubas reveals a practical real-world approach to help you create new products that sell.

You will be able to:

- Determine if your idea is viable before spending extra time and money
- Protect your idea and create competitive advantages
- Follow a precise product launch roadmap to get to market quickly
- Determine whether self-marketing or licensing is for you
- Get prototypes made inexpensively
- Find investors willing to fund your idea
- Establish product marketing and pricing strategies
- Create attractive packaging

"This is a well written, clear and comprehensive book. I find that it also serves as an excellent resource."

– Herb Boynton, Chromium Picolinate Patent Holder and Founder of Nutrition 21, Inc.

"Clear path to the steps I needed to develop and market my idea."

– Julie Winingger, President, Y-Knot Company

"The best method I've seen to validate and develop my idea."

– Tomasz Johannsen, Software Entrepreneur

"It gave me the step-by-step procedures and flowcharts to develop my new toy idea."

– Rhonda Baines, Entrepreneur



About the author... Matthew Yubas is a Certified Product Marketing Consultant for the Small Business Development and International Trade Center. As an entrepreneur, engineer, product marketing manager and consultant, he has guided the launch of numerous products including wireless devices, software applications, websites, photography equipment, soy candles, children's clothing, and sporting goods. He has earned a B.S. in Electronics Engineering and an M.B.A. in Management.



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Subject Headings

Entrepreneurship

Inventing

New Products Development

New Products Marketing

New Products Management

**Excellent
Supplement
or
Textbook**

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