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# Product Idea to Product Success

## *Innovation, creation and a solid plan for success*

CALIFORNIA - Whether it's a new product idea or service, inventors abound. Coming up with the idea is one thing, getting it to fly is another. In his new book, *Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea*. (Broadword Publishing 2004), author Matthew Yubas offers readers a comprehensive, complete, practical, and easy-to-understand guide to the process of bringing an invention to market.

Anyone with a great idea for a new product or service can benefit from this book. In an engaging and conversational style, *Product Idea to Product Success* is filled with examples and real-world advice as Yubas takes readers through a step-by-step process to get from idea to finished product. Yubas even provides a method for determining whether a market exists before investing time and money on a product or service and then gives readers ways to brainstorm new ideas for future inventions. *Product Idea to Product Success* is an educational and thought-provoking mix of quizzes, surveys, marketing plans formats, and everything else readers will need to launch their ideas.

Yubas fills *Product Idea to Product Success* with sound advice and cost-effective solutions which, if followed carefully, are almost guaranteed to produce success. This book will become a valued guide to new and experienced inventors and entrepreneurs alike.

**Product Idea to Product Success**  
Non-Fiction  
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