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Robert Yonover, Ellie Crowe

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You've come up with a great solution to a persistent problem—an invention that will help thousands of people. But what do you have to do to turn it into a reality? Robert Yonover uses his experiences from the world of inventing and promotion to take you through the invention process step-by-step. Learn how to:

- Find the problem you can solve
- Build a show prototype
- Create an attention-grabbing and memorable name
- Find investors
- Safeguard your intellectual property
- Navigate critical crossroads
- License and market your invention

From your initial idea through a captivating proposal, *Hardcore Inventing* is an easy-to-use, informational, and inspirational guide on how to turn your idea into a success.

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