HARVEY REESE

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MILLION DOLLAR IDEA

TURN A SIMPLE IDEA NTO A REVENUE STREAM

CASH IN ON YOUR INVENTIONS, NEW PRODUCT IDEAS,
SOFTWARE, WEB BUSINESS IDEAS, AND MORE

THIRD EDITION

How To License Your Million Dollar Idea Cash In On Your Inventions New Product Ideas Software Web Business Ideas And More

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pitfalls to avoid when building an effective and enduring licensing program Chapter objectives summaries key learning points and discussion questions reinforce understanding and aid reflection Practical yet theoretically grounded this book is particularly suitable for postgraduate MBA and executive education students interested in strategic brand management licensing strategy and brand expansion This book can also serve as a valuable guide for professionals interested in expanding their brand portfolio This book provides effective tools to evaluate the strategic side of brand licensing and the selection of the appropriate company to be a licensee Online resources include PowerPoint slides a test bank of exam questions a case **Popular Science**, 2001-08 Popular Science gives our readers the information and tools to list and discussion questions improve their technology and their world The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that will help make it better Popular Science ,2001-07 Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that Black Enterprise, 1996-03 BLACK ENTERPRISE is the ultimate source for wealth creation for will help make it better African American professionals entrepreneurs and corporate executives Every month BLACK ENTERPRISE delivers timely useful information on careers small business and personal finance Popular Science, 2001-09 Popular Science gives our readers the information and tools to improve their technology and their world The core belief that Popular Science and our readers share The future is going to be better and science and technology are the driving forces that will help make it better

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