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Most inventions fail to sell for one simple reason. This short book tells you why. It is the transcript of an interview with one of the world's top experts on why people buy what they buy. Also known as market research.

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The McDLT was an instant fail with consumers showing less interest in purchasing a fast-food item and then pack it themselves. Another item of concern was its packaging material, Styrofoam which was an environmental hazard.

Most inventions fail to sell for one simple reason. This short book tells you why. It is the transcript of an interview with one of the world's top

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experts on why people buy what they buy. Also known as market research. And because of his expertise on finding out what a market (a group of people with a common interest) wants...what they are willing to pay...and the behaviors behind how they buy...he has a unique method of going from idea to profitability inside of 30 days. This is NOT common... Most inventors do NOT see a profit until months or years after having that idea (if they don't go broke first). The technique in this book shortcuts that process. And it allows you to skip a TON of the unnecessary steps most inventors think they must go through. This book won't make you a million dollars. But, it can save you from wasting thousands - perhaps HUNDREDS of thousands of dollars - and months (or years) of your life on an idea that won't sell. Plus - if you do have a good idea - it will help you monetize that idea a lot sooner. And, it can help you do both in a way that is fun, fast, and

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enlightening. The contributing authors have collectively condensed much of the knowledge garnered from the past five years of this global field into one handy sourcebook. . . The end result is, indeed, a fresh recognition, if recognition still needs to be made, of the major importance of this new global growth phenomenon of international entrepreneurship. Mark Haydon, International Journal of Entrepreneurship and Innovation The Handbook is a nearly comprehensive reference work to the field that will be useful to scholars new to the area as well as those already engaged in it. . . I was impressed by the diversity of the authors. . . The Handbook is an excellent broad reference to the field. Ben Oviatt, Journal of International Business Studies Over the last few years there has been an increased interest in research on the internationalization of new ventures and the global challenges facing growing young businesses.

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The Handbook of Research on International Entrepreneurship has collected and synthesized the contributions of leading researchers in an effort to define and categorize the unique contributions and state-of-the-art of this emerging field. It provides a comprehensive, multi-disciplinary treatment that advances the frontiers of knowledge regarding the fundamental concepts, methods, and theories of international entrepreneurship. The Handbook should serve as both an authoritative and comprehensive reference work for researchers, and a state-of-the-art compilation of new insights for educational leaders. Ari Ginsberg, New York University Stern School of Business, US Entrepreneurship and international business have remained separate subjects for far too long. The study of international entrepreneurship thrives on the cross-fertilisation of ideas between these fields. It is one of the most dynamic research areas in economics

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and management. The contributors to this Handbook are the pioneers in the field, and this volume provides a definitive survey of their work. Mark Casson, University of Reading, UK These notable researchers share a common dedication to rigorous methodologies and vigorous research. Together in this volume, the researchers have assembled and presented a cross-section of tested methods, and innovative approaches. These contributions are an inspiration to younger researchers, and this bids fair to set the tone, and level of intellectual rigour and vigour for future research in the emerging field of international entrepreneurship. From the preface by Bob Kirk, University of Canterbury, New Zealand This unique reference book provides an array of diverse perspectives on international entrepreneurship, a new and emerging field of research that blends concepts and methodologies from more traditional social sciences.

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The Handbook includes chapters written by top researchers of economics and sociology, as well as academic leaders in the fields of entrepreneurship and international business. State-of-the-art contributions provide up-to-date literature reviews, making this book essential for the researcher of entrepreneurship and the internationalisation of entrepreneurs.

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

Universities were once ivory towers where scholarship and teaching reigned supreme, or so we tell ourselves. Whether they were ever as

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pure as we think, it is certainly the case that they are pure no longer. Administrators look to patents as they seek money by commercializing faculty discoveries; they pour money into sports with the expectation that these spectacles will somehow bring in revenue; they sign contracts with soda and fast-food companies, legitimizing the dominance of a single brand on campus; and they charge for distance learning courses that they market widely. In this volume, edited by Donald G. Stein, university presidents and others in higher education leadership positions comment on the many connections between business and scholarship when intellectual property and learning is treated as a marketable commodity. Some contributors write about the benefits of these connections in providing much needed resources. Others emphasize that the thirst for profits may bias the type of research that is carried out and the quality of that research. They fear for the future of

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basic research if faculty are in search of immediate payoffs. The majority of the contributors acknowledge that commercialization is the current reality and has progressed too far to return to the “ good old days. ” They propose guidelines for students and professors to govern commercial activities. Such guidelines can increase the likelihood that quality, openness, and collegiality will remain core academic values.

Entrepreneurial firms are important sources of patented inventions. Yet little is known about what happens to patents "released" to the market when startups fail. This study provides a first look at the frequency and speed with which patents originating from failed startups are redeployed to new owners, and whether the value of patents is tied to the original venture and team. The evidence is based on 1,766 U.S. patents issued to 285 venture capital-backed startups that

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disband between 1988 and 2008 in three innovation-intensive sectors: medical devices, semiconductors, and software. At odds with the view that the resale market for patented inventions is illiquid, we find that most patents from these startups are sold, are sold quickly, and remain "alive" through renewal fee payment long after the startups are shuttered. The patents tend to be purchased by other operating companies in the same sector and retain value beyond the original venture and team. We do find, however, that the patents and people sometimes move jointly to a new organization following the dissolution of the original venture, and explore the conditions under which such co-movement is more likely. The study provides new evidence on a phenomenon-of active markets for buying and selling patents-underexplored in the literature and consequential for both entrepreneurial and established firms.

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