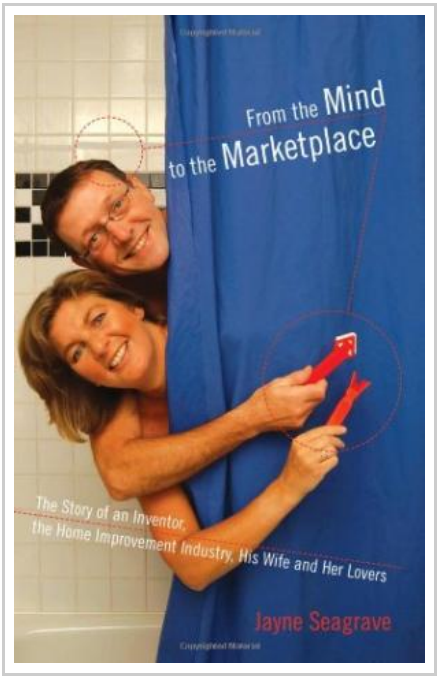


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From the Mind to the Marketplace: The Story of an Inventor, the Home Improvement Industry, His Wife and Her Lovers

By Jayne Seagrave

Heritage House Publishing Co Ltd. Paperback. Book Condition: new. BRAND NEW, From the Mind to the Marketplace: The Story of an Inventor, the Home Improvement Industry, His Wife and Her Lovers, Jayne Seagrave, While the road from the mind to the marketplace is frustrating and far from easy, Jayne Seagraves highly entertaining book sets out how to succeed in taking a new idea to market, how to expand those markets, and how to effectively run a new business. With over 90 percent of businesses in Canada being small businesses, this book provides exceptional insights into what it takes to establish and succeed in this growing arena. Jayne Seagrave gives a first-hand account of the development of the Vancouver Tool Corporation and her experiences and strategies for selling her husband Andrew Dewberrys invention to the Canadian marketplace. The book also provides an entertaining account of how the couple moved from their established careers as criminologist and architect to undertaking every aspect of running a small business. Each chapter ends with advice for the inventor, conveniently and plainly set out in point form. Appendices contain sample letters to buyers, examples of press releases, and charts on how to record approaches to buyers....

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