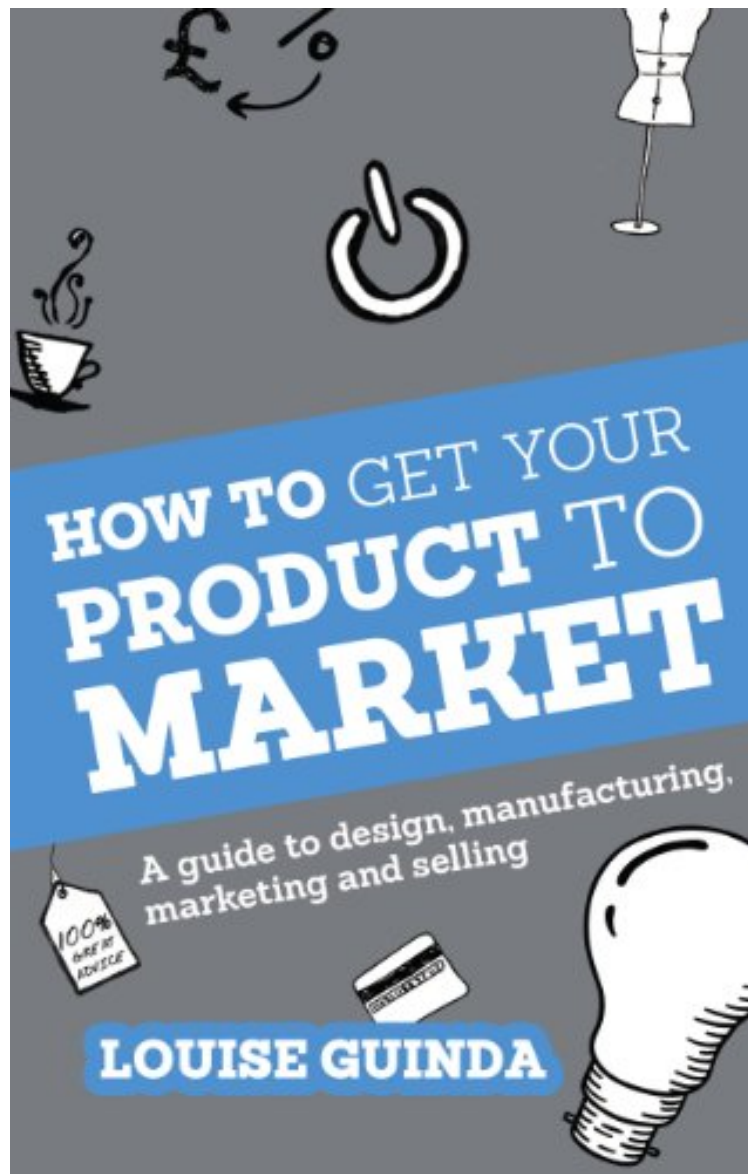


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## How to Get Your Product to Market: A guide to design, manufacturing, marketing and selling

*Guinda Louise*

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**Guinda Louise : How to Get Your Product to Market: A guide to design, manufacturing, marketing and selling** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Get Your

## Product to Market: A guide to design, manufacturing, marketing and selling:

Do you have an idea for a new product which you are convinced will be the 'next big thing'? Have you spotted a gap in the market and found a way to make people's lives easier or better? Then 'How to Get Your Product to Market' is just the book you need. This is a step-by-step guide of how to transform your product from a dream in your head to a reality on the high street shelves. Topics covered include:- making sure that people will buy your product before spending any money- stopping others copying your idea through patents, design registration and trademarks- creating a winning brand and marketing message- getting your product featured in the media- breaking into big stores Louise Guinda is the founder of Safe Dreams and the successful inventor of two products: the Cot Wrap and Safebreathe toys. Despite having no experience of bringing a product to market, Louise has succeeded creating a multi-national brand, winning numerous awards and appearing on the BBC website and STV News on the way. Discover how to follow in her footsteps and take your product to market with this new guide.

About the Author Louise Guinda is mum to Ali, aged four, and lives in Aberdeen. The idea of developing her product, the Cot Wrap, a breathable cot bumper, came to Louise four years ago, after Ali suffered a near-tragedy while sleeping too close to his thick, quilted cot bumper. The Cot Wrap is now the top selling cot bumpers on .co.uk and is exported throughout Europe. In 2012, the product won the Bounty Made by Mum and Dad Gold Award, beating 24 other products. Louise's second range of products, Safebreathe toys, were finalists in the prestigious Kind und Jugend Innovation Awards (the 'Oscars' of the nursery industry) and were snapped up by high street chain JoJo Maman Bebe from launch.