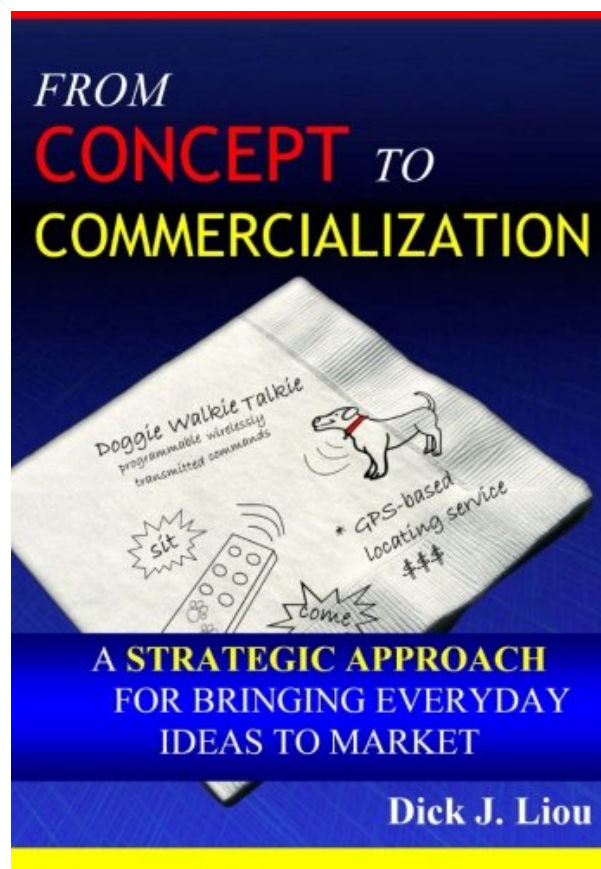


FROM CONCEPT TO COMMERCIALIZATION: A STRATEGIC APPROACH FOR BRINGING EVERYDAY IDEAS TO MARKET BY DICK J. LIOU



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Dick J. Liou has built and launched two startup companies from scratch and played a pivotal role in a highly profitable venture within a \$1B corporation. In his latest venture he successfully transformed a mere idea into a patented invention and brought it all the way to domestic and international distributions. He has over 20 years of professional experiences covering a wide range of business specialties including consulting, engineering, operations, strategic planning, marketing, sales, and particularly product management. His industry experiences include banking, telecommunications, information technology, and consumer products. With his proven track records of noteworthy accomplishments, it is only logical, though in hindsight, that he's now well-qualified to bring this exceptionally insightful and practical approach to share with all who aspire to bring a better product or service to market and in the process achieve their personal dreams.

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This is a great book!

By Sal Di Cecca

I appreciate how methodological the author is as he takes the reader through the entire "Concept to Commercialization" process. He doesn't just point you in the right direction. He helps you think about your idea in practical terms, shows you how to run the numbers during the evaluation phase to make sure that you are following the right course, and makes you think about how your product will ultimately fit into the marketplace. The insights he shares from his own business experience make this book invaluable to anyone thinking about developing an idea into a product or starting a new business.¹ of 1 people found the following review helpful.

Like having a product manager on your bookshelf - you must read this for what TO do and what NOT to do

By Shirley Woo

On the road from forming an idea to manufacturing it, launching it, and being successful at it, you need a good map. This book is an unparalleled roadmap which not only shows you the path but also clearly identifies all the road hazards big and small. Recommended for the first-time entrepreneur and the serial business owner alike, Liou's book is an important resource for information, suggestions, action items, diagnostic self-evaluation checklists, things to avoid, and know-how on how to go it on your own.

How do you avoid pitfalls? Liou tells you where they might lurk

Liou offers valuable information in each chapter and breaks up each concept into smaller, easier to digest chunks and offers ways you might want to proceed and in what order. If you follow the checklists, self-evaluations, and heed the warnings, you can avoid very very costly mistakes. For example, you can avoid submitting your product to testing AFTER spending a ton on prototyping and manufacturing only to find 1) that materials or components in your product are not compliant or suitable and need to be changed, 2) you need to redesign the whole product, 3) you must amend your patent, etc.

Packed full of useful, make that critical information you need

Who needs an MBA? Your buddy Liou is hooking you up with this giant 370-page cheat sheet. He got himself an MBA, then worked as a product manager for 20 years in 3 different industries, then started his own business, applied what he learned, worked out the kinks and is now teaching you everything you really need to know. For example, he condensed marketing into what you specifically need to know from elevator pitch (what to include, how long it should be) to customer profiling (not just their purchasing inclinations but other valuable inputs such as average hand size for correct ergonomics in using your product or holding it comfortably).

Incredibly useful - impeccably organized

Rich with metaphors and analogies, this book was an easy read and the points were well described. You learn the right questions to ask yourself at each stage of the game. Perhaps the only downside is that it is so packed with information and advice, you find yourself with way more things on your to do list than you ever have thought possible. But in following the advice and planning your course of action, you will avoid most pitfalls that can prevent your success. At the end of the book, I was already in the habit of looking ahead to the next step and of self-evaluating how I was really doing and of thinking of what trouble I might run into that could cost me.

I highly recommend the book not only for the knowledge of how to take an idea from A to Z but also for the insights I gained as to what skills I might be personally lacking to accomplish the requisite tasks. This way I am able to arm myself with more knowledge on the particular subject or go outsource the job to someone more qualified or hire the appropriate talent. I urge you to read this book from cover to cover and refer to it often. It really is like having a product manager on your bookshelf. 1 of 1 people found the following review helpful.

Truely a master piece!!

By srilakshmi

Absolutely fantastic book. Covers everything that any inventor ever wants to know about the process of bringing his/her ideas to market. I can see the author put in lot of time and effort to organize everything that's involved in this process. Each chapter is a master piece. It guides the inventor step by step on what's involved and how to move forward in the process.

This book puts the inventor in the driver seat and makes him/her think through the whole process early on instead of doing it step by step. It identifies the key players involved and different roles and tasks an inventor plays along the way. Helps inventor to see things clearly and accurately and puts an inventor in entrepreneur shoes so he can see the end from the beginning. The evaluation list "on the go" in the appendix is priceless. It helps quickly figuring out whether an idea is worth pursuing.

I strongly suggest every inventor to go through this book before pursuing ideas. I wish I read this book when I started pursuing my idea. This book is invaluable!! See all 5 customer reviews...

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