



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

*Louise Guinda*

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

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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.

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