



Von der Idee zum Produkt für Dummies (German Edition)

Alexander Rapp

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Daniel Düsentrub hat es leicht: Sein Genie gibt ihm die Erfindungen ein, über Finanzierung und Patentrecht muss er sich keine Gedanken machen. Das ist schön, die Wirklichkeit ist leider etwas komplizierter: Alexander Rapp zeigt Ihnen, wie Sie als Erfinder systematisch arbeiten, wie Sie Ideen bewerten, diese dann umsetzen und schließlich Ihr Werk auf Herz und Nieren prüfen. Er erklärt Ihnen außerdem, was der Unterschied zwischen Patent und Gebrauchsmuster ist und wie Sie Ihre Erfindung am besten schützen. Schließlich gibt er Ihnen noch Anregungen, wie Sie mit Investitionen und Lizenzen Ihres Geistes Kind zu Geld machen können.

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