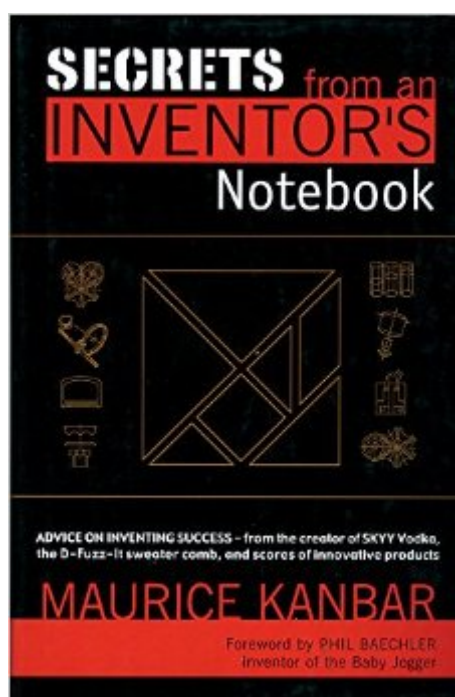


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Secrets From An Inventor's Notebook: By Maurice Kanbar, Creator Of SKYY Vodka And Holder Of Over...



Synopsis

When the fuzz from his sweater was pulled off by a brick wall he was leaning against, Maurice Kanbar had a brainstorm. Soon he had patented, produced and successfully promoted the D-Fuzz-It sweater comb, and made his first fortune at the age of 22. In this engaging master class • Kanbar's real world hits and misses illustrate the concrete steps every inventor must follow to successfully take his product to market.

Book Information

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Customer Reviews

If you consider yourself an inventor, or think you may want to become an inventor, and you love listening to yarns about products and how they came to market, then this book is for you. Maurice Kanbar is a trained engineer and has many inventions to his credit. Many of his inventions are successful (36 patents) and some are household words. Some of Kanbar's inventions are not so successful and to his credit he airs his laundry willingly so that new inventors need not make similar mistakes. It is hard to classify "Secrets from an Inventors Notebook". To begin with, the title might more aptly be called "Musings from my Diary" or "Did you hear the one about...". After reading only a small part of the book you are immediately struck with the quality that has made Maurice Kanbar successful in a wide range of endeavors, he is a first class promoter and his enthusiasm comes across clearly in the book. Like many good storytellers, sometimes you simply have to take the story

for it's intended teaching point and not be too critical of the details. Buried in the prose are many bits of solid advice on developing and bringing a product to market. Maurice's style is likeable and you find yourself wanting to sit down and have a beer with the author and chew the fat about inventing. That is both the charm and the pitfall of "Secrets from an Inventors Notebook". There are many anecdotal stories about how products were successfully brought to market or how they failed (both Maurice's and others). Some of these lessons are consolidated into Kanbar's Commandments for Inventors. Other lessons are in the form of good general advice; get a good patent lawyer, work on your prototype diligently before committing to production, and market your product heavily.

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