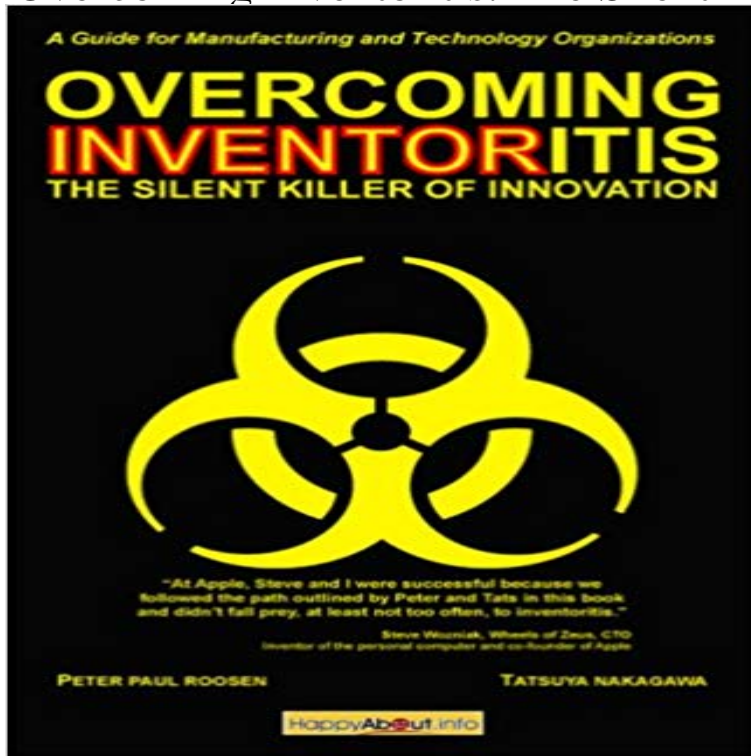


Overcoming Inventoritis: The Silent Killer of Innovation



Overcoming Inventoritis, a largely psychological disorder, is important to anyone involved in the innovation process interested in obtaining better returns from resources applied to innovation. Innovation through researching, developing or inventing new or improved products and bringing them to market effectively is a perilous process with the odds of success worse than those faced by a typical blackjack player. Those who need their invention or product to become a commercial success should follow the lead of Thomas Edison, the Worlds Greatest Product Marketer who maintained a healthy perspective, built an empire from his ideas, lived long and prospered. Be wary of taking a lead from the great scientist and inventor Nikola Tesla who unfortunately suffered from inventoritis and died lonely and broke. People with untreated inventoritis have an amazing ability to disrupt sound marketing processes, often impacting their career opportunities and any chance of venture success. People and companies that effectively deal with inventoritis greatly improve the odds of enjoying a positive financial experience from their efforts. Learn how to identify, manage and overcome the debilitating inventoritis condition and become an effective product marketer in the process. Steve Wozniak, Inventor of the personal computer and co-founder of Apple says that As a tinkerer and inventor my whole life, this book addresses a topic that is near and dear to my heart. At Apple, Steve and I were successful because we followed the path outlined by Peter and Tats in this book and didnt fall prey, at least not too often, to inventoritis. Ive learned over time that getting inventions to the marketplace is at least as important as the product itself. It was much harder to get people to accept the concept of a computer into their homes and lives than to design it. Too many

inventors fall prey to the field of dreams syndrome. This book will drill home the importance of getting your product to market. Its a must read for any inventor.

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