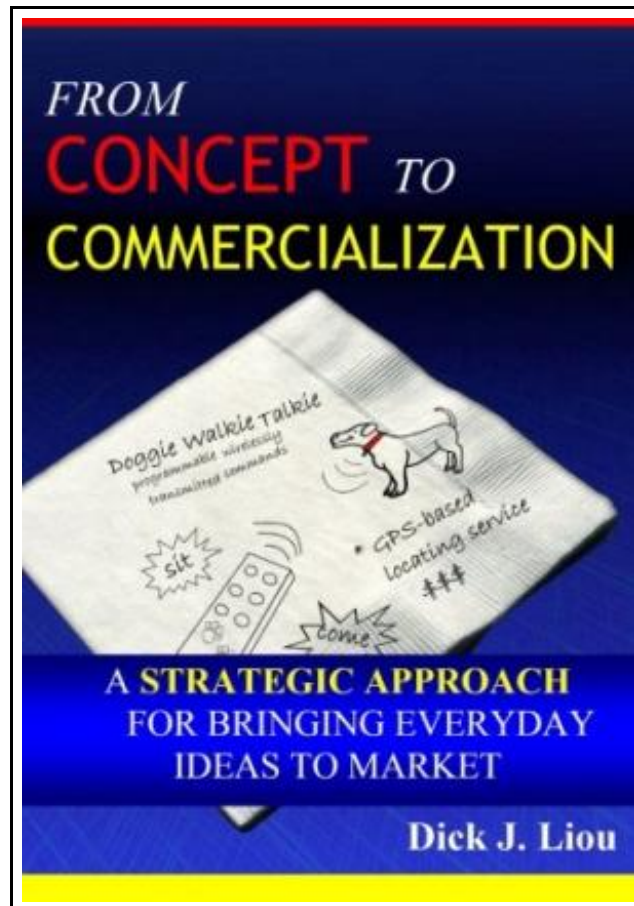


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FROM CONCEPT TO COMMERCIALIZATION: A STRATEGIC APPROACH FOR BRINGING EVERYDAY IDEAS TO MARKET (PAPERBACK)



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