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Workshop on Entrepreneurship for Physicists and Engineers from Developing Countries | (smr 2140)

Wednesday 05 May 2010

Marketing your invention - Adriatico Guest House Kastler Lecture Hall (08:30-09:30)

Decision to develop the product of sell the invention? How does a single inventor/small company sell its inventions? Who is the customer? At what stage do you sell your invention? Marketing of small volume, high cost products and large volume, low cost products.

Chair: Sir John Enderby

time	title	presenter
08:30	Marketing your invention	PETER DOBSON