



# One Simple Idea, Revised and Expanded Edition: Turn Your Dreams into a Licensing Goldmine While Letting Others Do the Work (Business Books)

By Stephen Key

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**With must-have updates, a new edition of the bestselling method that shows how anyone can turn their one simple idea into millions – without lifting a finger!**

Stephen Key is an award-winning inventor who has licensed more than 20 product ideas. In 2011, he shared the secrets to his success in the bestselling book *One Simple Idea*. Since that time, many changes have occurred in the entrepreneurial world.

*One Simple Idea, Revised and Expanded Edition* has been revised and updated to reflect current trends and practices in the industry. In addition to teaching readers how to turn their ideas into marketable products that companies will want to license, Key expands upon his cutting-edge product development, sales, and negotiation strategies, making note of the new opportunities and technologies available to creative people today. The book also features real-life success stories from people who have used the author's strategies.

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### **Editorial Review**

#### **About the Author**

Stephen Key has successfully licensed more than 20 simple ideas that have generated billions of dollars of revenue. His “10 Steps to Bring Your Idea to Market” course, which can be found at [www.inventright.com](http://www.inventright.com), has attracted more than 10,000 students around the world. Key lives in Modesto, CA.

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