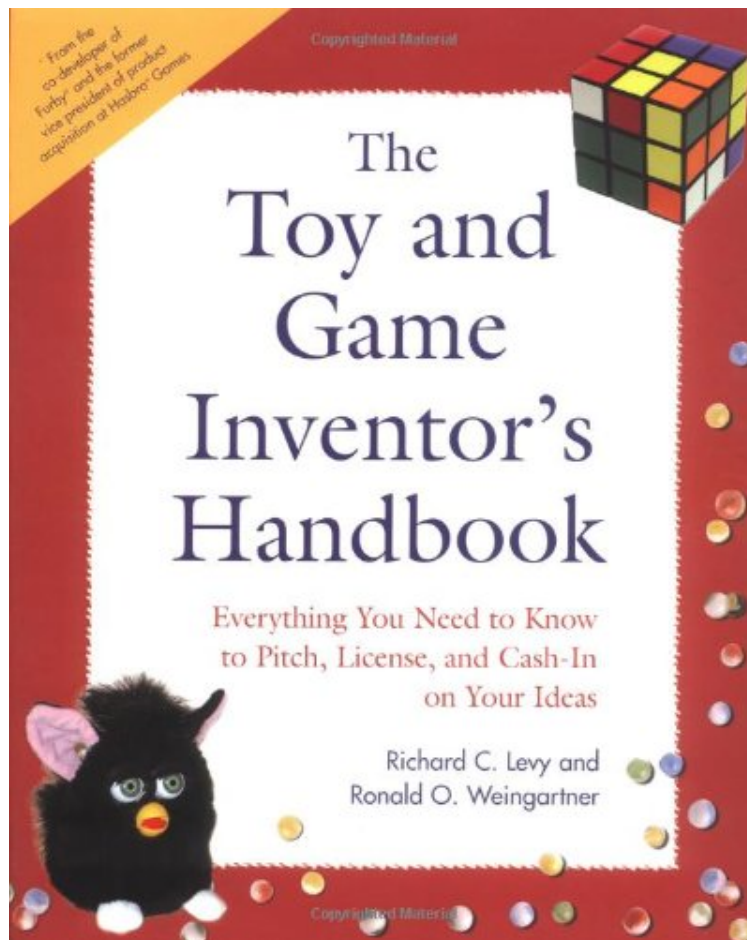


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## The Toy and Game Inventor's Handbook: Everything You Need to Know to Pitch, License, and Cash-In on Your Ideas

*Richard C. Levy, Ronald O. Weingartner*  
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there actually a book out there that can start you from square one, instead of feeding you toy history and other stuff I don't care to waste my time reading? No one ever talks about square one after you get an idea. What was the very first thing a toy inventor did with their idea? No sugar coding, just the very first thing to get it made? 0 of 0 people found the following review helpful. Not useful for designers  
By Andrew D. Vanzandt  
This is primarily fluff and trivia. There are maybe 10 pages of real "handbook" material here, and the same info is generally covered better in other similar books. If you are looking for some light anecdotes/history on mainstream toys and games, this might be an interesting read.

The toy industry is a 30 billion dollar-a-year business. It's also the last frontier for aspiring independent inventors, with an annual new product turnover of 60 percent and plenty of opportunities for the creative mind. Here, one of the most recognized and successful toy and game inventors in the business teams up with the former head of research and development at Hasbro to bring clear, comprehensive information to aspiring toy and game inventors...who just might bring us the next hula hoop!

...a treasure trove of information on how inventions are developed with an eye toward the market. -- The Miami Herald  
Levy and Weingartner are superstars of the toy industry, and they're sharing insider information that you'll read nowhere else! -- Joanne Hayes-Rines, publisher, *Inventors' Digest*  
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This is an essential book for every inventor who creates toys and games... -- Greg Hyman, inventor, *Tickle Me Elmo*  
About the Author  
Richard C. Levy, simply put, is a marketing genius with a flair for invention. In the past twenty years, he has licensed over 125 products including Furby, and the best-selling game *Men Are From Mars, Women Are From Venus*. Richard holds more than 30 patents. This is his twelfth book. He was profiled on Discovery Channels *Invention* series, and in interviews with *The New York Times*, and *The Washington Post*. An MIT *Inventor-of-the-Week*, Richard has spoken at Whartons Entrepreneurship Conference, IBM, and the USPTO's Independent Inventors Conference, among other engagements. His products have generated over \$1 billion in combined retail sales.