



The Big Idea

Steven D. Strauss

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Innovate, and Grow Rich! What does it really take to create an amazing, ultimately market dominating product? Attorney and business writer Steven Strauss goes behind the scenes to find out.

Strauss believes that the best way to learn and understand what it takes to innovate is by looking at people who have done it. In *The Big Idea: How Business Innovators Get Great Ideas to Market*, Strauss tells the real life stories of 30 different products that were truly unique, started as an idea in someone's head, and went on to become household names. He also profiles dozens of creators who helped launch inventions like cell phones, *Post-it* notes, *Gillette's Mach 3* razor, *Velcro*, *Xerox machines*, *Viagra*, *Silly Putty*, *Tupperware*, *Prozac*, *Palm Pilots*, and more.

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