



## The Caboodles Blueprint

By Leonie Mateer

Tate Publishing & Enterprises Jan 2013, 2013. Taschenbuch.  
 Book Condition: Neu. 216x140x14 mm. This item is printed on demand - Print on Demand Neuware - Taking a vision and turning it into a multi million dollar business is what I have been doing for over 25 years. When I had my first idea I searched for this book. It didn't exist. I wanted to read a book from someone who had actually taken a product to market. I wanted to know 'where to start' and 'what to do.' I wanted a simple guideline to follow - a blueprint. This is my blueprint. Armed with only her vision, her high school education, and a tenacity to succeed, Leonie Mateer took her idea of converting a fishing tackle box into a cosmetic organizer box and took the retail industry by storm. Her ability to concretize her visions into branded products has earned her awards such as Who's Who of American Inventors and Who's Who in leading American Executives. Her reputation in the product development, marketing and sales has been recognized throughout the retail industry. An easy and informative read, Leonie Mateer has the ability to laugh at her own mistakes while keeping...

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