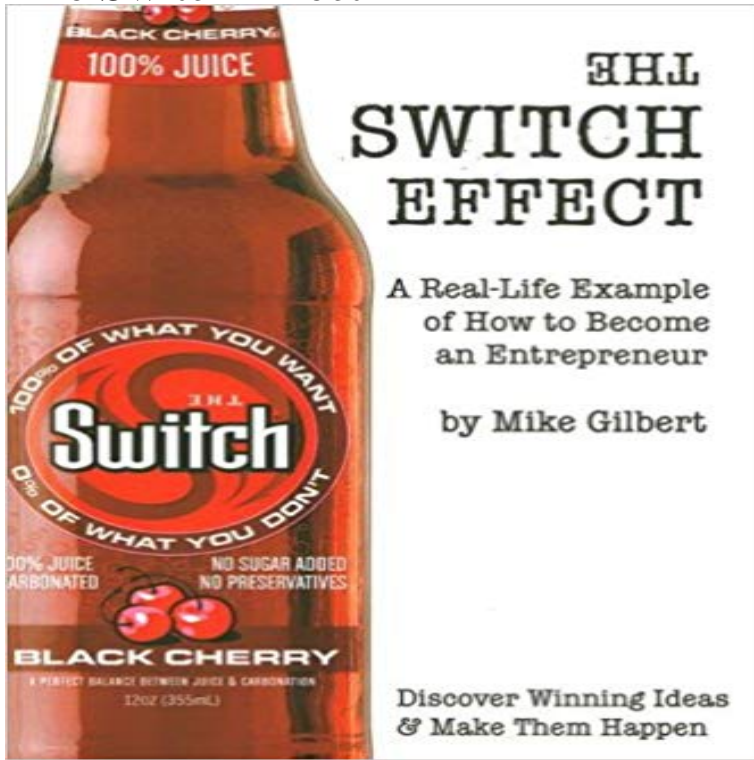


The Switch Effect



The Switch Effect offers a revolutionary approach in revealing the nuances of how to take a dream and turn it into reality. This book offers a captivating, yet authentic working example of the entrepreneurial process by explaining how to generate an innovative idea and then how to marshal the resources to make it happen. The Switch Effect is two books in one. It is the remarkable story of Mike Gilbert and how he created the product in 1999. It also includes practicable step-by-step strategies and techniques that will actually work in the real world. At the end of each chapter is a summary of helpful hints and steps to move one forward.

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