

# Recession: The Mother of Invention

*An innovative sourcebook for boosting income and the economy in tough times*

**To Market - To Market**



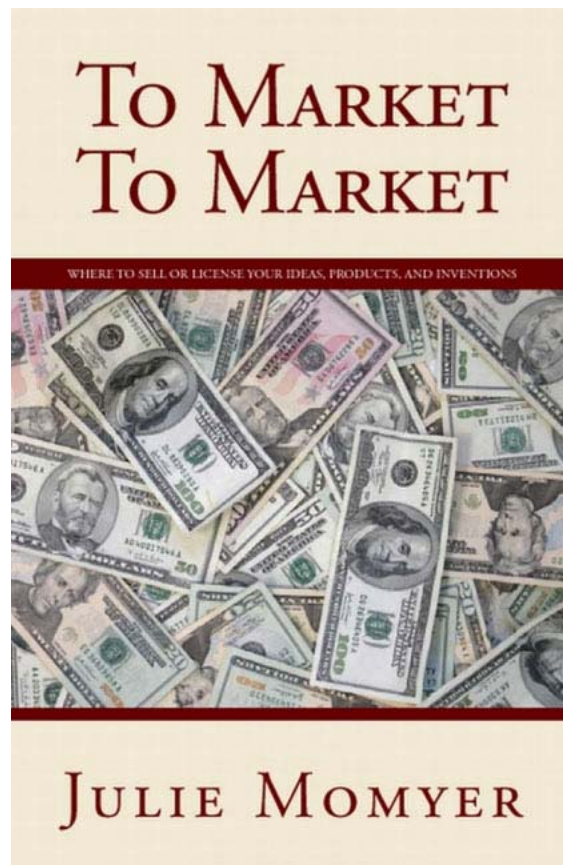
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Author: Julie Momyer

Industry: [Small Business](#)

(June 2009) With the economy presently on the downswing, most people are looking for creative ways to increase their income or make up for a job loss. Small business owner and freelance writer, Julie Momyer, has addressed this need in a unique way by researching and assembling information on manufacturers interested in purchasing or licensing new product ideas and inventions in her newly released book, "To Market To Market: Where to Sell or License Your Ideas, Products and Inventions." (ISBN 978-1-59977-019-2)

Regardless of the economic outlook personal and business needs still exist, and with small business in the US generating more than half of the gross domestic product it is the private sector that has the capacity to deliver. Alana Semuels', May 25, 2009, LA Times article, "Some Inventions Born Amidst Recession," gives us a glimpse of how presently laid off Americans are using their ingenuity and creativity to bounce back by licensing or selling their



inventions. The iTie, the Lid Punch, and Squishy Toes are only a few of the newly launched inventions resulting from job loss, and are a reminder of what ordinary people can do and have done to overcome in this economic downturn.

For decades new businesses have been birthed through the licensure or sale of innovative products and ideas contributing to individual finances as well as strengthening our national economy. To Market To Market: Where to Sell or License Your Ideas, Products and Inventions was written with this in mind. This directory simplifies locating manufacturers interested in reviewing unsolicited ideas with the possibility of pursuing a contract to purchase or license.

*A small business owner and freelance writer, Julie Momyer, has several years of research experience in a number of fields with extensive practical knowledge and interest in small business and new product ideas. <http://www.wheretosellyourideas.com>*