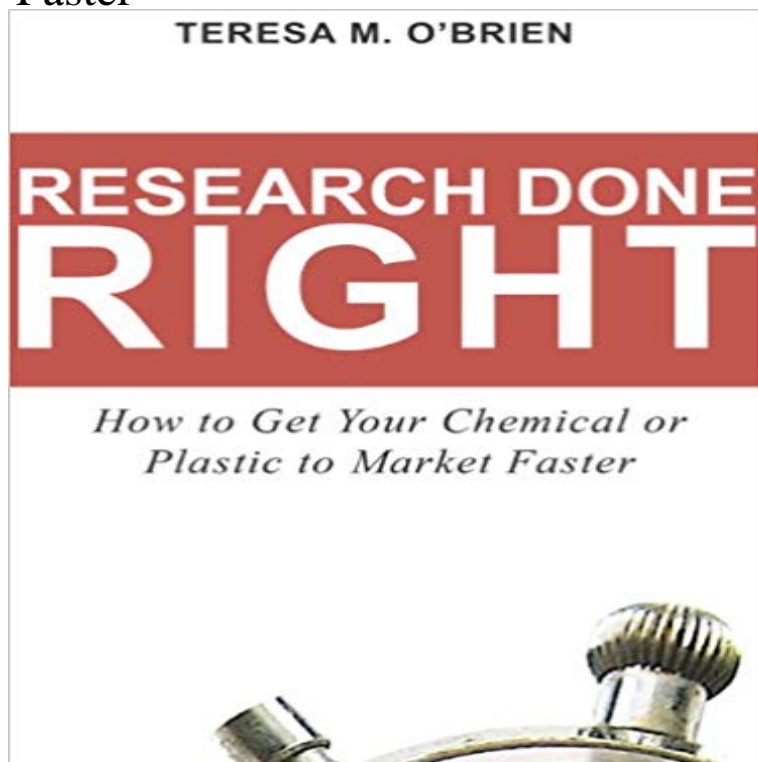


Research Done Right - How to Get Your Chemical or Plastic to Market Faster



This book is designed for you -- the scientist or engineer who is new to commercial research in the chemicals and plastics industry and wants to be effective in commercializing a successful research project. The process for developing any product is dependent upon the type of product being developed. Developing a chemical will be different from developing an airplane, for example. Therefore, this book is focused on developing chemical and plastics products, since this is where my experience lies. This book will provide a perspective of how a successful project comes together, thus increasing the odds of your project being successful. It will also give you a big picture look at technical research in the commercial world and link that picture to what you do every day. Academic scientists think in terms of making wonderful scientific discoveries. But in the business world, science isn't just about making scientific discoveries, it's about making money. When scientists fail to understand the unique challenges of working in a corporate environment, they can quickly find themselves engaged in unproductive and unsuccessful projects.

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