



# **The Toy and Game Inventor's Handbook: Everything You Need to Know to Pitch, License, and Cash-In on Your Ideas**

*Richard C. Levy, Ronald O. Weingartner*

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The toy industry is a 30 billion dollar-a-year business. It's also the last frontier for aspiring independent inventors, with an annual new product turnover of 60 percent and plenty of opportunities for the creative mind. Here, one of the most recognized and successful toy and game inventors in the business teams up with the former head of research and development at Hasbro to bring clear, comprehensive information to aspiring toy and game inventors...who just might bring us the next hula hoop!

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