



# The Genius Machine: The 11 Steps That Turn Raw Ideas into Brilliance

*Gerald Sindell*

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## **The Genius Machine: The 11 Steps That Turn Raw Ideas into Brilliance** Gerald Sindell

A complete, step-by-step system for developing an idea, thinking through an issue, or creating a revolutionary innovation

Gifted with the unique ability to help people discover and apply their own innate genius, intellectual property consultant Gerald Sindell works with individuals and organizations to maximize returns on their most precious capital: their ideas and innovations. Dubbed the “Genius Machine” by his clients, Sindell’s eleven-step process has proven invaluable for countless individuals and businesses needing to hone their message or launch a new product in today’s tough market. Ideas enter the Genius Machine fuzzy, weak, or partially baked. Through this eleven-step process, they are examined from every angle and emerge robust, polished, and ready to change the world. Whether you are designing a house, writing a term paper, or perfecting the business plan for a new startup, The Genius Machine will help your thinking succeed.



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