



THE CITY OF SAN DIEGO

Public Library

FOR IMMEDIATE RELEASE
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Library to Present Seminar on Invention Marketing from Product Idea to Product Success

SAN DIEGO – The City of San Diego Public Library will host a FREE seminar to help people succeed in taking product ideas from conception to reality. Matthew Yubas (www.ProductCoach.com), author of “Product Idea to Product Success,” will take participants step-by-step through the invention process.

Mr. Yubas has his own consulting business and works with the Small Business Development & International Trade Center located at Southwestern College. His talk will include information about how to determine marketability, how to bring a product idea to market, and how to avoid costly mistakes. There will be time after the presentation for questions.

This workshop will take place on Saturday, Oct. 22, in the Second Floor Meeting Room at the Central Library, from 2 to 4 p.m. The Central Library is located at 820 E St. in downtown San Diego. Free parking is located in the 5 Star parking lot on the southeast corner of Broadway and Eighth Avenue. The entrance is on Eighth Avenue.

Seating is limited. To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the Central Library at (619) 238-6630, email businesslink@sandiego.gov, or visit <http://sandiego.gov/public-library/services/businesstech.shtml>.

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<http://www.sandiego.gov/public-library/>