



The Licensing Business Handbook 7th Edition

By Karen Raugust, The Editors of The Licensing Letter

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A comprehensive business guide for property owners, manufacturers and their agents. Whether you're a beginner or veteran, you'll rely on the Licensing Business Handbook for the tools you need to build new revenue streams and profit centers. This well-organized guide shows you how to make money through licensed characters, teams, logos, trademarks, celebrities, events, fashion labels, likenesses and designs. PLUS: How to acquire properties that fit your goals • Extend product lines with minimal investment • Bring an existing consumer base to your product • And much more.

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Editorial Review

About the Author

Karen Raugust was the editor of The Licensing Letter, the authoritative newsletter on the licensing business published by EPM Communications from 1990 to 1996. Currently, Ms. Raugust is a freelance writer specializing in licensing, entertainment, and business, contributing to more than 50 publications.

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