



Dream ProjX | Second Edition: A Guide to Creative Freedom and Economic Independence for Designers, Inventors, and Innovators

Robson L Splane, Katherine Splane

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Innovators profit by one another's betterment: the standards of innovation are heightened every time another quality design comes out. Sometimes, however, some of the best work struggles for lack of opportunity. By sharing his own design firm's journey, Robson Splane writes to help other designers—or inventors, or engineers, or scientists or sculptors—make sense of the choices they may not know are available to them. Throughout his years as a designer, one of Splane's most fundamental aims was to realize opportunities where others saw barriers. In spite all of his tangible products that were characterized by this philosophy, it was through Splane's innovation of the business model now known as DreamProjX that the ideal was most fully given force. Conceived in 1994, DreamProjX marked the shift from working by a design-for-hire model to instead designing products of the company's own initiative for self-manufacturing or licensing out. It was a direction that would allow Splane Design Associates to realize not only the economic independence that came with now working with the royalty system, but also the creative independence that came with being able to personally value and control its own designs. Through DreamProjX: A Guide to Creative Freedom and Economic Independence for Designers, Inventors, and Innovators, Splane speaks in depth about the workings of the business model, the reasons why readers should—or shouldn't—invest themselves in the pursuit of it, and most importantly, the DreamProjX mindset that can assist in realizing one's own broader goals and dreams.

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Jason Silva:

The reason? Because this Dream ProjX | Second Edition: A Guide to Creative Freedom and Economic Independence for Designers, Inventors, and Innovators is an unordinary book that the inside of the reserve waiting for you to snap the idea but latter it will distress you with the secret the idea inside. Reading this book close to it was fantastic author who have write the book in such amazing way makes the content inside easier to understand, entertaining means but still convey the meaning fully. So , it is good for you for not hesitating having this anymore or you going to regret it. This book will give you a lot of gains than the other book get such as help improving your ability and your critical thinking way. So , still want to hold up having that book? If I have been you I will go to the guide store hurriedly.

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