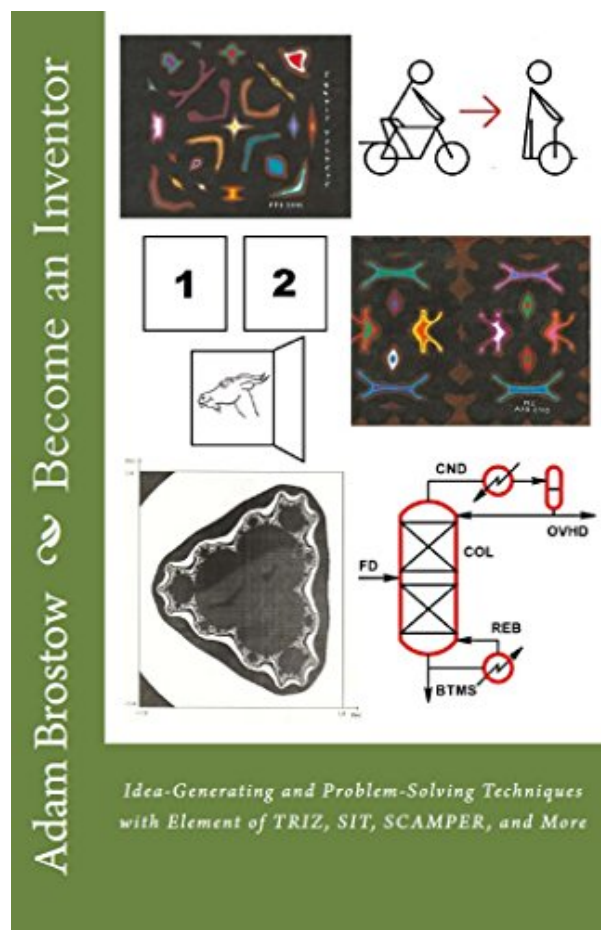


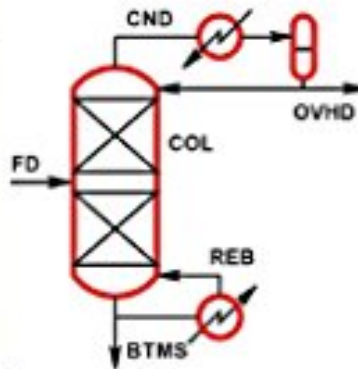
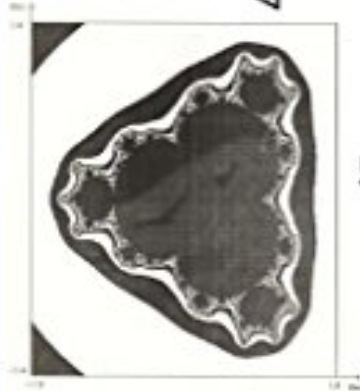
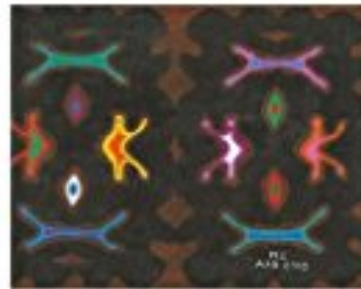
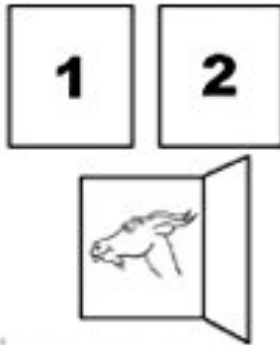
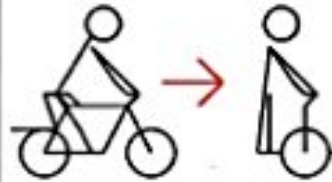
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This book talks about idea-generating techniques and creativity tools from historical, critical and personal perspective, shows the relationship between them, and illustrates them with numerous simple and more complex examples and drawings, including actual patented inventions. The techniques vary from systematic to random. The book also shows the application of such techniques to problem-solving, from quirky puzzles to practical applications. It shows the relationship between the natural world, art, and invention. It touches on the patenting process. Some specific topics include constrained creativity, jury-rigging MacGyver style, lateral thinking, and taking advantage of old sources. For example, penicillin could have been discovered much earlier if people paid attention to their predecessors. This book should be useful to engineers, scientists, students, inventors, as well as everyday problem solvers and tinkerers.

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Nice and Quick

By Socio-physicist

The book is perfect for someone who want to get a quick introduction to TRIZ and apply it directly in the same page! I have a friend who could benefit from this. I have some experience in TRIZ already.

The author gives nice examples of a particular technique of TRIZ. Applying TRIZ to TRIZ was a nice move. I did not enjoy too many examples from chemical domain though it is my own fault. The introduction does mention this. Needs an editor for the thought flow. I am waiting for version 2 of this book. The book tries to focus on creative solutions rather than TRIZ. For e.g. SCAMPER, SIT is also mentioned. I liked that

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Intriguing and inspiring book!

By Hope

This book made for a refreshing, memorable and intellectually stimulating read. I particularly remember a chapter in this book in which Brostow outlines principles of invention. This inspiring chapter has stayed with me and I wish to reread it. It is great that someone with his scientific background has taken the time to conceptualize and write an interdisciplinary book like this that can inspire artists, too. It left me wanting to read more about the relationship between principles of scientific and artistic design and invention from him in the future.

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A very good introduction to methodical innovation

By Rob Ryan

A very good introduction to methodical innovation. Too often innovation is perceived as something magical that requires almost genius-like levels of creativity and foresight. This book shows that everyone can develop innovative ideas, products and projects through the use of well established principles such as TRIZ and SCAMPER.

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