

TRIZ For Dummies

By Lilly Haines-Gadd

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Use TRIZ to unlock creative problem solving

Are you new to TRIZ and looking for an easy-to-follow guide on how you can use it to enhance your company's creativity, innovation and problem-solving abilities? Look no further! Written in plain English and packed with tons of accessible and easy-to-follow instruction, *TRIZ For Dummies* shows you how to use this powerful toolkit to discover all the ways of solving a problem, uncover new concepts and identify previously unseen routes for new product development.

An international science that relies on the study of patterns in problems and solutions, TRIZ offers a powerful problem-solving and creativity-generating solution for companies looking to promote innovation, especially in the face of having to do more with less. Inside, you'll find out how to successfully apply this problem-solving toolkit to benefit from the experience of the whole world—not just the spontaneous and occasional creativity of individuals or groups of engineers with an organisation.

- Learn to think like a genius with TRIZ
- Discover the benefits of TRIZ as a tool for businesses
- Find fun and simple exercises for putting TRIZ into practise
- Benefit from industry examples of where TRIZ has worked—and how

With the help of *TRIZ For Dummies*, you'll get the skills needed to see the wood for the trees and solve complex problems with creativity, ingenuity and innovation.

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Editorial Review

Review
The book is entertaining and engaging, and reading it may be the first step to changing the way you approach problems forever (Professional Engineering, May 2016)

From the Back Cover

Learn to:

- Enhance your company's ability to innovate and create
- Uncover problem-solving techniques you had never considered
- Think like a genius

Put TRIZ tools to work to make your company more innovative

Looking for a way to improve your organisation's creativity, innovation and problem-solving capacity? This easy-to-follow guide helps you use the remarkable TRIZ toolkit to discover all the ways to solve a problem, uncover new concepts and explore routes to new product development that you might never have seen. TRIZ can make you a problem-solving genius!

- **Master the TRIZ mindset** – explore TRIZ theories, methods and techniques; understand TRIZ philosophy; and learn to think conceptually
- **Open your toolbox** – learn how to spot and resolve contradictions, apply the trends of technical evolution, understand the Ideality equation and use the Prism of TRIZ to apply other people's solutions
- **Elevate your mind** – discover how to think like a genius using the TRIZ creativity tools, apply time and scale factors to your thinking, define the ideal outcome and make sensible decisions
- **Be positive** – understand how to restructure problems, share your enthusiasm and create a climate for innovation
- **Tackle difficult problems** – apply TRIZ problem-solving algorithms and make complex problems simpler with function analysis

Open the book and find:

- How ideality is determined
- Tips for learning to think abstractly
- Ways to outsmart contradictions
- The trends of technical evolution
- How to create novel inventions using existing technology
- Sensible decision-making advice
- Suggestions for strengthening intellectual property

About the Author

Lilly Haines-Gadd runs the hugely successful TRIZ innovation and problem solving consultancy Oxford Creativity. She develops and delivers training programmes and facilitates problem solving workshops for many major organisations around the world, including Rolls-Royce, BAE SYSTEMS, Saint Gobain, Sanofi,

the IET, Highways England and Oxford University.

Users Review

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Jimmy Robertson:

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Larry Carvajal:

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Kathryn Richardson:

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Brooks Davis:

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