



TRIZ For Dummies

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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