



Engineering of Creativity: Introduction to TRIZ Methodology of Inventive Problem Solving

Semyon D. Savransky

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Invention and innovation lie at the heart of problem solving in virtually every discipline, but they are not easy to come by. Divine inspiration aside, historically we have depended primarily on observation, brainstorming, and trial-and-error methods to develop the innovations that provide solutions. But these methods are neither efficient nor dependable enough for the high-quality, high-tech engineering solutions we need today.

TRIZ is a unique and powerful, algorithmic approach to problem solving that demonstrated remarkable effectiveness in its native Russia, and whose popularity has now spread to organizations such as Ford, NASA, Motorola, Unisys, and Rockwell International. Until now, however, no comprehensive, comprehensible treatment, suitable for self-study or as a textbook, has been available in English.

Engineering of Creativity provides a valuable opportunity to learn and apply the concepts and techniques of TRIZ to complex engineering problems. The author—a world-renowned TRIZ expert—covers every aspect of TRIZ, from the basic concepts to the latest research and developments. He provides step-by-step guidelines, case studies from a variety of engineering disciplines, and first-hand experience in using the methodology.

Application of TRIZ can bring high-quality—even breakthrough—conceptual solutions and help remove technical obstacles. Mastering the contents of Engineering of Creativity will bring your career and your company a remarkable advantage: the ability to formulate the best possible solutions for technical systems problems and predict future developments.

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