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**Autor:** Terninko / Zusmanlotin

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This exciting new book presents the Theory of Inventive Problem Solving (TRIZ), a process that will provoke a breakthrough in your thinking patterns and the way you approach problem solving. The pillar of TRIZ is that contradiction can be methodically resolved through the application of innovative solutions. The Three Premises of TRIZ: The ideal design is a goal, Contradictions help solve problems, and The innovative process can be structured systematically. With Systematic Innovation you will learn how to stop seeing conflicts as insurmountable barriers and instead celebrate them as opportunities for improvement and refinement of the design process. You will learn how to eliminate the words "tradeoff" and "compromise" from your vocabulary. The ideal design will become an expectation, not just a dream. By practicing the methods presented in this book, you will increase innovation and radically improve design. Discover the "science" of creativity!