

Systematic Innovation: An Introduction to TRIZ (Theory of Inventive Problem Solving) (APICS Series on Resource Management)

John Terninko, Alla Zusman, Boris Zlotin



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John Terninko, Alla Zusman, Boris Zlotin 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!

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