



ABC-TRIZ: Introduction to Creative Design Thinking with Modern TRIZ Modeling

Michael A. Orloff

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This textbook arms the reader with powerful techniques of Modern TRIZ self-training and real problem solving. It is designed as a simple and efficient, step-by-step crash course in primary TRIZ models based on the author's methods of extraction and reinvention, or retrieval of invention models from any real-life objects. Special content addresses the psychological support of the person during problem solving and promotion of the new idea to realization. The book introduces the so-called Theory of Developing the Creative Personality (TDCP), initiated but not completed by Genrikh Altshuller, father of TRIZ and TDCP. The textbook continues to develop a simple standard model presentation of the problem solving process with a four-step Meta-Algorithm of Invention (MAI) T-R-I-Z.

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