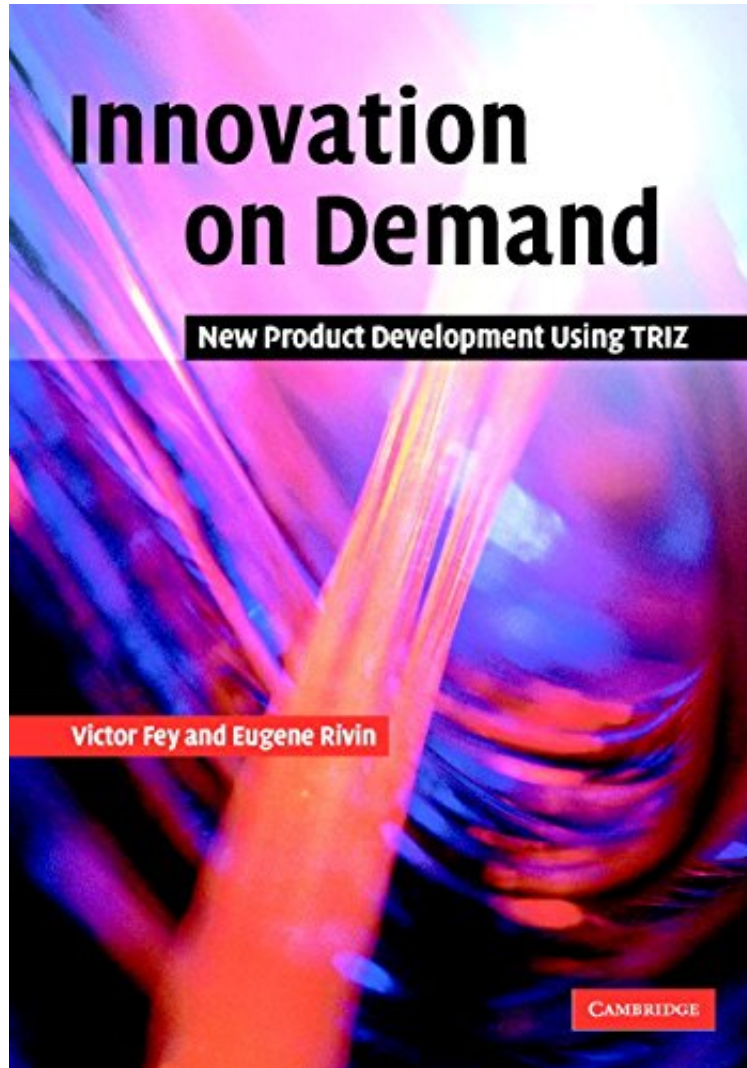


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Innovation on Demand: New Product Development Using TRIZ

Victor Fey, Eugene Rivin

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Victor Fey, Eugene Rivin : Innovation on Demand: New Product Development Using TRIZ before purchasing it in order to gauge whether or not it would be worth my time, and all praised Innovation on Demand: New Product Development Using TRIZ:

1 of 1 people found the following review helpful. This textbook makes you think and rethinkBy Eric van der MeulenConsider this required reading if you're seriously interested in innovation, and TRIZ (theory of inventive problem solving) in particular. This is a very clear and well organized text book, but don't mistake clarity with easy or quick to read. Having spent a major part of my professional career directly or indirectly in innovation, I had to "process" a lot of what is presented in this book. It really made me think and rethink why what I did worked - or why not. Most of the examples will really speak to mechanical engineers like myself, and I'm sure the pictures help explain

the concepts to others as well. The way ARIZ (algorithm for inventive problem solving) is explained clearly demonstrates why this is the most powerful TRIZ tool. Building on system conflicts, and using substance-field (sufield) analysis, the process to solve conflicts and how to make the right decisions is explained. The chapter on the laws of technological system evolution is of particularly great value, as it makes you realize that progress or innovation travels according to certain laws or along certain lines. If you want to focus your innovative efforts there are great answers to be found here. 7 of 7 people found the following review helpful. Great Explanation on Modern TRIZ By Lim Liat This is an excellent text book on Modern TRIZ. The explanation is clear and is filled with examples. It covers a wide scope of topics despite its size (only 200+ pages). Its TRIZ differs from the traditional TRIZ ... there is no contradiction matrix or the 40 principles... they are converted into Standards (of patterns). It uses model made up of circles (to represent object and tools) and interconnecting arrows of different types to represent the actions (good and harmful) on one another to represent the problem world. By following the Standards, we can be guided on how to solve the system contradiction. It is excellent. 0 of 0 people found the following review helpful. Eye opening By Stephen B. Lafferty After spending years pursuing a seemingly random process for design improvement, I finally learn there is a process that can eliminate much of the guesswork from the design process.

This book describes a revolutionary methodology for enhancing technological innovation called TRIZ. The TRIZ methodology is increasingly being adopted by leading corporations around the world to enhance their competitive position. The authors explain how the TRIZ methodology harnesses creative principles extracted from thousands of successful patented inventions to help you find better, more innovative, solutions to your own design problems. You'll learn how to use TRIZ tools for conceptual development of novel technologies, products and manufacturing processes. In particular, you'll find out how to develop breakthrough, compromise-free design solutions and how to reliably identify next generation products and technologies. Whether you're trying to make a better beer can, find a new way to package microchips or reduce the number of parts in a lawnmower engine, this book can help. Written for practicing engineers, product managers, technology managers and engineering students.

"This text is an excellent addition to the TRIZ literature. As we continue to introduce TRIZ to the Engineering Community at International Truck and Engine Corporation, this is the book that I will use. This is one of the best books that I have encountered to date on TRIZ." Dr. James Bradley, TRIZ Journal "[This book] explores the improvement of existing technologies and technological forecasting. It is for product engineers who demand more than problem-solving analogies. The authors have produced a textbook that includes rigorous topics such as a substance-field language, a sequence of logical procedures to analyze problems, and procedures to develop compromise-free design solutions." - Mark A. Hart, NPDP About the Author Victor R. Fey is Adjunct Professor of Mechanical Engineering at Wayne State University and a Principal Partner and co-founder of the TRIZ Group. He is one of the few TRIZ Masters personally certified by Genrikh Altshuller, the creator of TRIZ. He has authored seven patents, over thirty papers and two books. Eugene I. Rivin is a professor and director of the Machine Tool Laboratory in the Mechanical Engineering department at Wayne State University and a co-principal and co-founder of the TRIZ Group providing TRIZ training and methodology for problem solving and technological forecasting. He is a Fellow of ASME and SME and an active full member of CIRP. Rivin holds over 60 patents and has authored more than 160 papers and fifteen books.