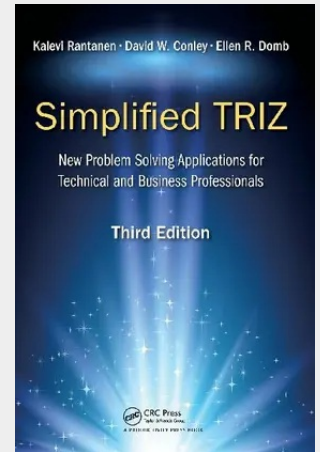


Simplified TRIZ

New Problem Solving Applications for Technical and Business Professionals, 3rd Edition

Simplified TRIZ is a pragmatic book. It is in the first order a nuts and bolts how-to guide for finding and resolving everyday problems, improvement of products, technologies and services, foreseeing the future, finding important knowledge from the deluge of information. It works as nuts and bolts or how-to guide for continuous improvement for produces and processes. It also works as an introduction to the study of advanced tools and technologies that are useful and cost-effective in big projects. The new edition will generalize the experience of TRIZ applications worldwide for last 15 years in big and small companies and also in academy. This book gives a streamlined and updated toolkit, containing many easy-to-learn and easy-to-use tools for everyday problem solving and step-by-step improvements of work, in the spirit of kaizen. At the same time, it gives basis for thorough study of advanced tools. It is the ABC or the "arithmetic" of problems solving. It works for both immediate use and longtime study. A big part of the contents in the third edition will tell of the implementation of TRIZ. Experience in Samsung, GE, Siemens, Intel, P&G and also in small companies, and universities all over the world is analyzed. The book tells which tools of TRIZ work best and how they can be combined with other tools as Six Sigma, QRD and Lean. The chapter of improving business with TRIZ will be enlarged. A new chapter on innovation across industries will be added. Throughout the book will be examples and other material connecting TRIZ applications with the value the customer gets from innovative solutions.

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