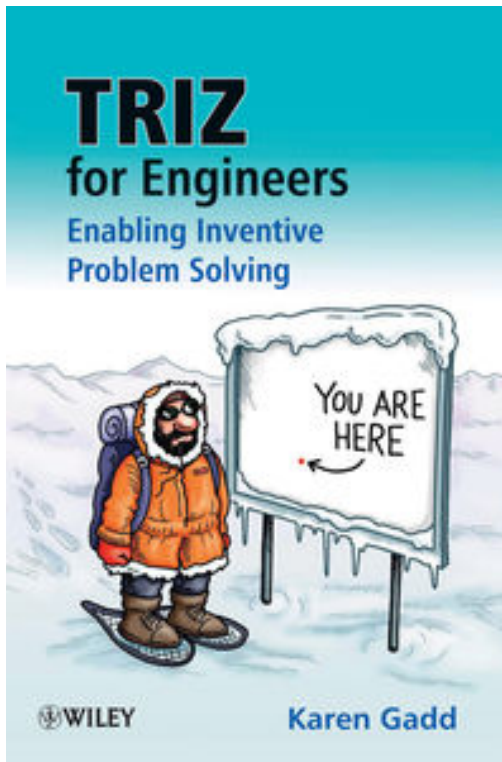


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Engineering companies are increasingly recognising and acting upon the need to encourage successful, practical and systematic innovation at every stage of the engineering process including product development and design. TRIZ enables greater clarity of thought and taps into the creativity

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For good design engineers and technical directors across all industries, as well as students of engineering, entrepreneurship and innovation, *TRIZ for Engineers* will help unlock and realise the potential of TRIZ. The individual tools are straightforward, the problem-solving process is systematic and repeatable, and the results will speak for themselves.

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