

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

By 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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About the Author

Professor Michael A. Orloff is one of the leading developers of TRIZ in the newest direction Modern TRIZ. He is a founder of the Modern TRIZ Academy (from 2000) in Berlin, Germany, which developed the very first e-course in Modern TRIZ on the platform of new methods in educating as extracting and reinventing. He also teaches "Modern TRIZ" for the Master of Science Program in Global Production Engineering at the Technical University Berlin. Professor Orloff has educated over 5000 specialists over the last 10 years through courses and seminars worldwide.

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