



40 Principles: TRIZ Keys to Innovation [Extended Edition]

Genrich Altshuller, Dana W. Clarke

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This extended edition of Altshuller's original 40 Principles book offers commentary by Dana W. Clarke, Sr., that further elaborates on each of the 40 principles. This new information allows the reader to more easily conceptualize the scope of each Principle and allow greater learning and application. The publication also includes a 16" x 21" removable contradiction matrix. As before, this illustrated book of the TRIZ 40 Principles acts as a "How to" book for learning how the 40 Principles are used developing solution concepts for technical contradictions. This new edition is much more powerful and will be easily understood by anyone looking to become a better problem solver.

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