



Trizics: Teach yourself TRIZ, how to invent, innovate and solve "impossible" technical problems systematically

By Gordon Cameron



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TRIZ first emerged from the former Soviet Union in the 1990's. TRIZ is the Russian acronym for Theory of Inventive Problem Solving. TRIZ is a set of tools for directing creative thinking based upon the study of patents. Breakthrough thinking is not left to creative inspiration. Instead, new and innovative ideas that solve simple to highly complex technical problems or create new inventions can be systematically derived. TRIZICS is an organized process for the practical application of TRIZ, it incorporates TRIZ tools into a simple step-by-step framework that includes the logic of structured problem solving, leverages TRIZ tools for root cause analysis, and directs the user to select the appropriate TRIZ tool to use during the problem solving process. TRIZICS Reviews "It is probably one of the 5 books that in the field of engineering I consider a milestone." Salvatore Nasisi. "As an innovation professional, I have headed R&D departments, produced patents, and invented my share of stuff, but Cameron's book --a comprehensive guide to invention and problem solution-- is the best I have ever seen, bar none... TRIZICS is the new quintessential resource for creative problem solving and invention." Joe Colannino - Chief Technical Officer (CTO) "...the most lucid and informative book on TRIZ I have read. Most importantly it clarifies when and when not to use the TRIZ methods in a way that is clear and obvious... Congratulations on producing a guide that anyone can follow with a bit of effort to scale the TRIZ Everest to Base Camp in a week and all the way to the summit with the assurance of having a Sherpa guide..." Mike McMenamin - Master of Science in Lean Operations "Gordon Cameron has written an excellent comprehensive treatment of TRIZ. The book covers the spectrum of the TRIZ tools starting with the basics of solving contradictions to more sophisticated tools such as substance field analysis and ARIZ. I would recommend reading this book to those just learning the subject as well as more advanced users." - Steven Ungvari, Lean Six Sigma Master, Graftech International. "This book is brain food of the highest level and should be considered the sole truly applicable problem solving method using TRIZ. Sorry other TRIZ authors, but you lose...I delayed bothering with TRIZ many times in the past because no one could really explain it. So, if you want to learn TRIZ or want to learn new ways to think about it, you'll get what you're looking for right here... TRIZICS is an extremely comprehensive problem solving method that makes complicated things possible...I recommend you buy and use

this book. The information is great and the design of that information is great also, which seems lost on anyone else who tries to explain this stuff. TRIZICS is the only book you'll ever need on TRIZ, so get it already!" -Dan Bergevin, the Behance network "A great presentation of TRIZ in an easy-to-understand format. I have recommended your book... Great job!" -Terry Burton, President and Chief Executive Officer - The Center for Excellence in Operations, Inc. (CEO) "Great book, extremely comprehensive. No one else has produced a book this in depth across such a large body of knowledge in the domain of TRIZ...it does justice to many areas of TRIZ that just aren't covered in the depth I have found elsewhere...I can't recommend this book highly enough to instructors, teachers, students, whether they be a beginner or advanced." Richard Platt Managing Partner - Principal - The Strategy + Innovation Group LLC "This book was a revelation - it made the subject straightforward, logical and readable. It presents a clear explanation of the various tools of TRIZ and where they might be applied." Mark Cullen - Equipment engineering, GLOBALFOUNDRIES Inc. See www.AMAZON.com for more reviews of 'TRIZICS'.

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Editorial Review

About the Author

Gordon Cameron earned his degree in Physics at the University of Glasgow, Scotland. He has 25 years engineering experience in both research and development and high volume manufacturing in the semiconductor industry working in the United Kingdom, Republic of Ireland and the United States. He has published many technical papers on plasma etching systems used in the manufacture of semiconductor devices. His main focus has been on technical problem solving and troubleshooting. During his 16 years with Intel Corporation, he taught numerous TRIZ classes to engineers and has successfully applied TRIZ to many technical problems. Elected President of the Arizona TRIZ Association in 2007 Gordon has pursued the further development and application of TRIZ as well as other approaches to creative problem solving.

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