



Idea Engineering: Creative Thinking and Innovation (Industrial, Systems, and Innovation Engineering Collection)

La Verne Abe Harris

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Engineers and technologists often operate from a worldview of "ones and zeros." The mission of this book is to interject the colorful world of creative thinking to help engineers and technologists learn to think and work differently. Thus, "idea engineering" becomes the driving force, transforming engineers and technologists into innovators and entrepreneurs, using case studies and anecdotes from first-hand experience.

The material in this book is organized to take the reader through basic concepts and techniques of creative thinking and innovation, to better solve engineering and technological challenges. It provides an overall understanding of who, what, why, when, and how "idea engineering" can transform an individual and a company to formulate and apply the best possibilities.

The target audience is university-level students and practitioners, especially upper division undergraduates and graduate students in engineering education, industrial engineering, engineering technology, science, and technology; and then engineering practitioners from an engineering, technology, or science background. It can be purchased individually as a text, professional trade or reference title, or accessed within a collection libraries and professional organizations would buy. In addition, the material in this book can supplement coursework in business, communication, management, and applied creative arts. As a core or supplemental text, it would make a great foundation for a one-credit course—or a part of any three-credit capstone design course or seminar—stressing creative thinking and innovation. It would also be a good overview for any layman interested in learning about creative thinking and innovation.

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