



Unleashing Engineering Creativity

Joseph Berk

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Unleashing Engineering Creativity Joseph Berk

In his latest book, author and educator Joseph Berk explores the best techniques for stimulating creative thinking, creating new products, improving existing products, and solving design challenges. Surprisingly, even those of us who are paid to be creative often need help. Most of us lose much of our natural creativity by the time we finish high school, but we can regain it through the techniques included in Unleashing Engineering Creativity. This is exciting and fun material, and Unleashing Engineering Creativity presents it in an interesting and engaging manner. Many organizations and engineers rely on brainstorming as their primary creative and inventive tool, but this simplistic approach often fails to stimulate creativity in a meaningful way. Unleashing Engineering Creativity goes far beyond brainstorming. This book explores powerful new creativity stimulation approaches and provides recommendations for overcoming self-imposed obstacles. The title says it all. If you want to unleash your engineering creativity, this book will help you and your organization attain significant creativity improvements.

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