



The Art of Invention: The Creative Process of Discovery and Design

By Steven J. Paley

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In this entertaining and insightful exploration of the process of invention, an experienced inventor vividly illustrates how great inventions embody three crucial characteristics--simplicity, elegance, and robustness.

Whether you're an aspiring inventor or an experienced designer, the author's expertise, personal examples, and case studies offer detailed guidance on conceptualizing your ideas and turning them into reality. The author shows how ideas can come from a variety of sources such as the natural world, basic physical principles, life experience, or even chance observations. He examines how intuition and the harnessing of subconscious information are key ingredients for the inventive process.

He concludes with an in-depth look at the business of invention and the typical inventor's toolkit. He addresses the real-world challenges of turning a good idea into a practical, marketable application, including patents, marketing, and entrepreneurship. He is candid about the realities of hard work and the need to learn from the inevitable mistakes along the way.

Full of insights and practical guidance from a successful inventor and entrepreneur, this book will open new avenues of creativity for budding and accomplished inventors alike.

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The Art of Invention: The Creative Process of Discovery and Design By Steven J. Paley Bibliography

- Rank: #580749 in Books
- Brand: Brand: Prometheus Books
- Published on: 2010-12-01
- Released on: 2010-11-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .51" w x 5.99" l, .71 pounds
- Binding: Paperback
- 236 pages

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Editorial Review

Review

"Steven Paley's *Art of Invention* **tells it like it is**. This is an excellent introduction to the psychology of the inventor and to the nature of the inventive process." --Henry Petroski, author of *The Essential Engineer: Why Science Alone Will Not Solve Our Global Problems*

"**A must-have for any inventor**. Easy to read and understand with simple, clear examples. *The Art of Invention* teaches creative thinking in a way that inspires us to invent. Through numerous practical examples and fascinating case studies, Steven Paley guides us on a journey through the world of creativity in engineering. This is the first book that I have ever seen that shows both the aspiring and experienced inventor a clear path to successfully fulfill their goals." --Ronald D. Fellman, Ph.D., former professor of electrical and computer engineering at the University of California at San Diego, a life-long inventor, founder of several high-tech start-ups including QVidium and Path1 Network Technologies.

"Steven Paley gets it exactly right. Invention is both an art and a science and it starts with an appreciation for technology, a keen sense for business opportunities, and above all a deep understanding human need. It also requires a childlike curiosity, a sense of wonder, and the optimism to believe that you can make a difference. **Read this book and be inspired.**" --Bill Burnett, executive director of the Product Design Program and consulting assistant professor of mechanical engineering at Stanford University

"We live in a time when young people seem increasingly disinclined to explore possible careers in engineering. Even those who do choose to enter the field often do not realize its tremendous creative potential. Paley does **a brilliant job of communicating both the process and the joy of invention** in a way that reaches both professionals and newcomers equally well. While making it clear that the inventive process can not be reduced to a menu of tasks, he properly asserts that simplicity, elegance, and robustness are key components of the successful design process. By looking at items most of us take for granted (the paper clip, velcro, etc.), we get to see the beauty in these designs - a simple beauty that can be found in numerous other artifacts in common use, as well as in those yet to be invented. This book goes far beyond cataloging the inventions of others, and explores the process by which you can unlock your own creativity for the solution of challenges facing us both as individuals, and in the broader context of the marketplace. Before long, you will have your own sketchpad out and be coming up with your own ideas!

The idea of the 'mad inventor' is elegantly replaced with invention as a skill within the grasp of us all. If you are willing to give yourself the freedom to tinker, to observe, to mess around with ideas, some of which may not work the first time, this book should be in your hands - not resting on a shelf somewhere.

Steve has nailed it - Invention is an art we can all appreciate and experience for ourselves." --David Thornburg, PhD, director, Thornburg Center for Space Exploration

About the Author

Steven J. Paley (Paramus, NJ) holds nine US patents and numerous international patents. He is the founder

of Arise Technologies, Inc., which teaches robotics and engineering to special needs and gifted children. From 1985 to 2001, he was the CEO and Chief Technical Officer of the Texwipe Company, which manufactured and sold specialized consumable products for the control of microcontamination in semiconductor fabrication, disk drive manufacture, biotechnology, and aerospace.

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Alfred Cox:

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