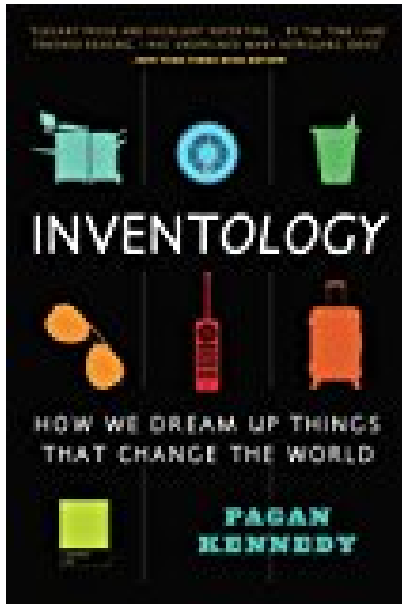


# Inventology How We Dream Up Things That Change the World

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## BOOK DETAILS

- Author : Pagan Kennedy
- Pages : 304 Pages
- Publisher : Eamon Dolan/Mariner Books
- Language : English
- ISBN : 0544811925

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## BOOK SYNOPSIS

Find out where great ideas come from. A father cleans up after his toddler and imagines a cup that won't spill. An engineer watches people using walkie-talkies and has an idea. A doctor figures out how to deliver patients to the operating room before they die. By studying inventions like these — the sippy cup, the cell phone, and an ingenious hospital bed — we can learn how people imagine their way around "impossible" problems to discover groundbreaking answers. Pagan Kennedy reports on how these enduring methods can be adapted to the twenty-first century, as millions of us deploy tools like crowdfunding, big data, and 3-D printing to find hidden opportunities. *Inventology* uses the stories of inventors and surprising research to reveal the steps that produce innovation. As Kennedy argues, recent advances in technology and communication have placed us at the cusp of a golden age; it's now more possible than ever before to transform ideas into actuality. *Inventology* is a must-read for designers, artists, makers—and anyone else who is curious about creativity. By identifying the steps of the invention process, Kennedy reveals the imaginative tools required to solve our most challenging problems.

### **INVENTOLOGY HOW WE DREAM UP THINGS THAT CHANGE THE WORLD -**

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