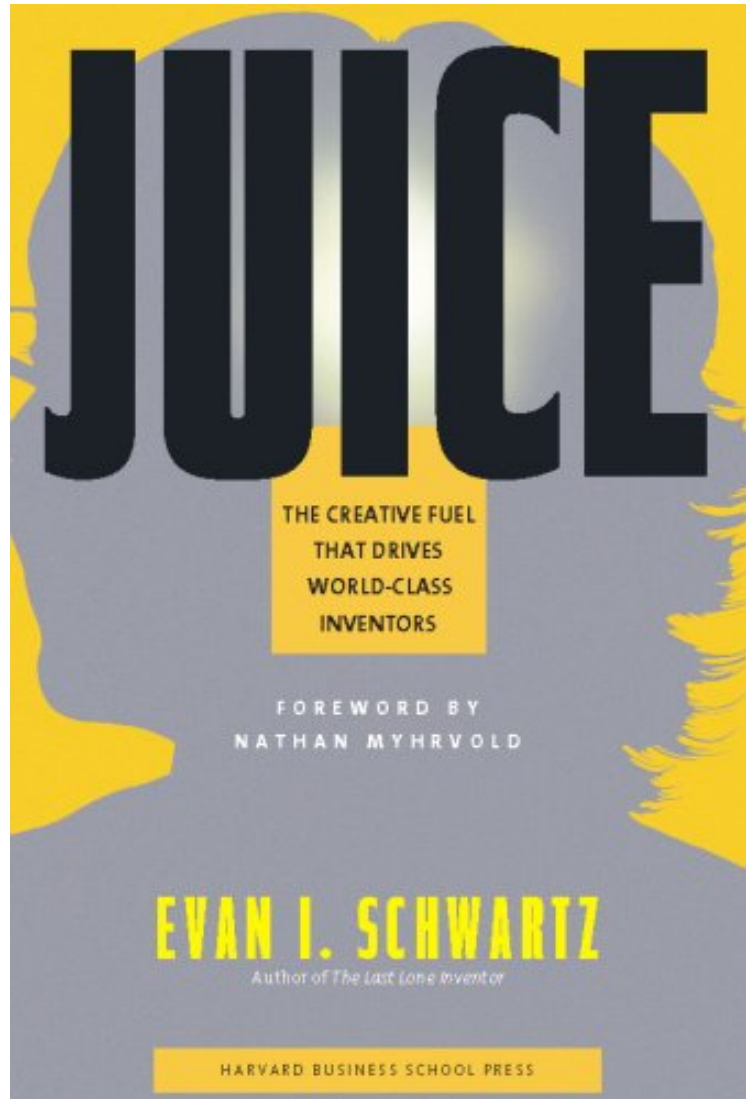


(Download) Juice: The Creative Fuel That Drives World-Class Inventors

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Evan I. Schwartz

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Evan I. Schwartz : Juice: The Creative Fuel That Drives World-Class Inventors before purchasing it in order to gauge whether or not it would be worth my time, and all praised Juice: The Creative Fuel That Drives World-Class Inventors:

1 of 1 people found the following review helpful. What We Can Learn From Inventors.By VashtiThis book teaches how inventors use problems to create solutions. I thoroughly enjoyed this book. For example I had no idea that Priceline.com was an invention. But the author shows you how it was an invention and how it began a very unique market,he also shows how the public has taken the priceline.com invention for granted. It also talks about a machine that would have made the electoral process efficient, but it was rejected by politicians because they were against an

efficient system. This book shows the importance of failure in the world of the inventor, because failure is a component of success. The differences between the inventor's use of failure, and the person who repeats his or her foolishness, never learning from their failures, reinforces that failure is a byproduct of trying, correcting, and implementing, whereas repeated maladaptive behavior has more to do with haughtiness, an attitude of omnipotence, entitlement, and recklessness...Not failure.0 of 0 people found the following review helpful. Prescientific view of inventingBy M. A. PlusPeople wrote books like this about the "mysteries" of invention decades ago, without shedding any more light on the process than Schwartz's lightweight contribution to the genre. Only recently have inventors and engineers in the West learned of Genrich Altshuller's Theory of Inventive Problem Solving (which also goes by the Russian acronym TRIZ), based on an intensive study of the principles implicit in mainly Soviet-era patents, though also incorporating information from patents in other countries. TRIZ shows how the haphazard "methods" traditionally used by inventors waste time and resources, whereas the algorithm developed by Altshuller and his colleagues parses away the irrelevant information and identifies the exact "technical contradiction" the inventor has to resolve, along with a matrix of techniques for tackling it. Yet neither Schwartz nor the American inventors he interviewed in his book reveal an awareness of Altshuller's revolutionary discoveries. "Juice" comes across to me like a popular physics book published in the early 21st Century that shows a complete ignorance of developments in 20th Century physics like quantum mechanics and general relativity. Borrow it from the library, if you must read it, but don't waste your money otherwise.0 of 0 people found the following review helpful. Read it, Learn it, Live it.By Ilya GrigorikEvan Schwartz has done an extraordinary job on a fascinating subject; Juice is a real page turner. If you ever wondered how world-class inventors go about their work, how they channel their ideas, or even how they acquire new ones, you've got to read this book. In itself, the book is a collection of stories about the best minds, and their successes and failures. However, Schwartz also uses each example to outline broader themes and to provide a bigger picture of the landscape: importance of analogies and pattern recognition, the value of building systems, identification of barriers, role of serendipity, and many others. Even if you're not interested in 'invention' per se, the stories are worth reading on their own; this book got my own 'juice' flowing like no other. An easy 5/5.

Building value in our global economy increasingly demands creating new opportunities and solving new problems. In a nutshell, that's what inventors do. Just as software has driven growth and opened new markets over the past generation, invention is poised to become the X-factor for the future. With a foreword by former Microsoft research chief Nathan Myhrvold, this groundbreaking book takes us inside the laboratories and inside the minds of some of today's leading inventors to demystify the critical process by which they imagine and create. Evan I. Schwartz argues that invention has remained steeped in myth and misunderstanding. We tend to view invention as a byproduct of accidental discovery or supernatural genius rather than what it truly is: a focused quest fueled by a special creativity latent in each of us. Juice juxtaposes the stories of classic inventors with a new breed of innovators, such as hypersonic sound inventor Woody Norris, genomics pioneer Lee Hood, mechanical whiz Dean Kamen, and business systems inventor Jay Walker. Schwartz reveals the brilliant strategies— including pinpointing problems, crossing knowledge boundaries, visualizing results, applying analogies, and embracing failure— that today's inventors use to journey beyond imagination and bring back ideas that can change the world.