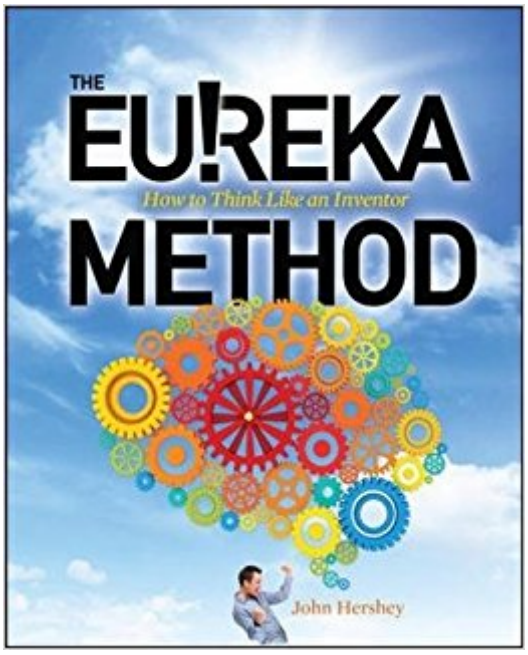
The Eureka Method: How To Think Like An Inventor



Synopsis

Fuel your "Eureka!" moments and become a successful inventor Envision breakthrough new products using the proven methods and applied reasoning techniques of today’s successful inventors. The Eureka Method: How to Think Like an Inventor lays out a systematic approach to innovation. Discover how to look at social developments and trends to find new ways of combining and improving existing technologies and systems. Plain-language examples of real-world patents, products, and inventors illuminate each point along the way. Find out how to: Gain regular flashes of inspiration based on your understanding of the inventive process Improve and expand existing products in ways that fill social needs Fuse elements from different products into new and useful combinations Discover new opportunities by side-stepping rules and gaming the system "Futurize" your inventions and prevent them from becoming obsolete Identify emerging regulations and use them to your creative advantage Learn about comprehensive patent applications that protect your rights

Book Information

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Customer Reviews

John Hershey has a Ph.D. in Electrical Engineering and has been granted 134 US Patents. He has served the adjunct faculty at the University of Colorado, Boulder; Rensselaer Polytechnic Institute; and Union College, Schenectady, New York. Dr. Hershey also served five years as a Program Evaluator for ABET (Accreditation Board for Engineering and Technology). He is an elected Fellow of the IEEE and the author/co-author of seven books, including Cryptography Demystified

(McGraw-Hill, 2002). Dr. Hershey was the co-founder and was co-editor-in-chief (1991-1993) of Academic Pressâ ™ Digital Signal Processing.

To more accurately rate the book, I'd give it:5 stars - Content/substance2.5 stars - Organization/presentation:2 stars -Kindle formattingThis was a very frustrating book to read. The content was excellent, and it is clear that the author is highly intelligent and an expert at his subject. He is also, unlike many authors in this genre, a very good, even excellent writer, at least on a technical level.The problem is that as much as the book contains a lot of great information, it is disorganized and lacks focus. The chapters are loosely organized into the different ways that innovation can arise. Unfortunately, there was a lot of ambiguity in this organization, and some of the examples and explanations really didn't fit into the framework the author was trying to use for that particular chapter. The author also frequently uses terms of art that are not inherently understandable to non-scientists; I was somewhat familiar with the subject matter and could generally follow it, but I could see non-scientist (or non-lawyer) readers skipping some terms, perhaps even whole sentences or passages, because of the terminology. Finally, some of his personal stories seemed irrelevant and don't really add anything to the subject he was discussing, making me unsure whether there was some larger point he was trying to make. Personal stories can make books like this far more readable, but they need to be better woven into the text.So, I ultimately recommend this book for those looking for good information on this subject. But I recommend even more that the author consider adding a co-author for a second edition, perhaps someone with a journalism or popular-science writing background, who could distill his ideas into a more accessible form. This really could be one of the better, even best, books on the subject, but it needs a lot of refining.I would also add that the Kindle version has some formatting problems - the wrong figures are reproduced in several places, and what appear to be sidebars or information boxes seem to break up pages and disrupt the flow of the reading, requiring some flipping back and forth and figuring out what text matches up.

Great read...somewhat complex but that is what i needed to figure my next move.

This is a great little book. It's entertaining, it stimulates the creative juices, and it succinctly summarizes the inventive process. Whether you are a seasoned inventor or just beginning, this is a must read!

The Eureka Method: How to Think Like an InventorDr. John Hershey's book on the Eureka Method is informative and entertaining. It is one of the best sources for any creative thinker. He explains the complicated technical aspects of the world of patents in terms of easily understadable language and examples. Most of these came from his 140+ patents, several books, and many scietific journal articles. His depth of knowledge in internet communications, satellite communications, applied mathematics, cryptography, and many others is phenominal. In addition, he uses his own experiences in patent world into power line communications, sensors, locomotive controls and railroading, and signal and communications applications to explain the patent intricacies. This book is an outstanding addition to anyone's library interested in patents.

Dr. Hershey's book is out of the ordinary. His writing style is entertaining, simple and clear. And the content of the book is extremely valuable for those who are interested in innovation, patent protection, and related topics. The book stresses basic principles building on three questions inventors must internalize (quoting one: how can I broaden my invention?). It is amazing how the author is able to bring case studies or examples from cross disciplinary areas - from the Web and the Camera, communications technologies, to bar codes and cooking. Dr. Hershey also surfaces the importance of laws, regulations and standards in the invention opportunities. In simple terms, Dr. Hershey concludes each chapter with a snapshot or a recap; this is followed by an interesting set of discussion points that the reader will find thought-provoking.

A must read for those interested in creative thinking, innovation and invention. Dr. Hershey's experience from his140+ patents is the foundation for his informative, stimulating and entertaining approach to a detailed process for producing more useful and valuable patents. The book is illustrated with patents ranging from peanut butter and jelly sandwiches and golf tees to locomotive remote controls, the internet, digital cameras and encryption. Dr. Hershey's steps to create inventions in the 5% category of patents that have a positive financial return should appeal to those in R & D, managers seeking to leverage their intellectual property and patent portfolios and those in the general public interested in a new, useful and non obvious approach to creative thinking.

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