



# The Eureka Method: How to Think Like an Inventor

*John Hershey*

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## **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

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