



# Creative Engineering: A New Look at Creativity in Design

*Ben-Zion Sandler*

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## **Creative Engineering: A New Look at Creativity in Design** Ben-Zion Sandler

Based on over two decades of experience, testing and teaching, this comprehensive, well-written, updated version of *Creative Machine Design* takes a new approach that will appeal to both students and working engineers alike.

This text establishes the foundation of the creative process, with particular reference to the design of machines. It discusses the methodology for seeking the solutions to design problems, the development of ideas and concepts and the organization and execution of creative thinking.

It describes how the process is continued after the what and how have been solved, leading the reader through the design stages, clearly charting the path from engineering principles to actual design. The latest techniques in use of the computer for accelerating and enhancing the process are included. The text concludes with an examination of an area that is not part of the process of design, but is crucially important to its implementation the marketing and delivery of the product to the customer.

With a minimum of academic reasoning, the accent is on the practical, with a conversational, readable style. This new edition has been updated and enlarged; it is spiral-bound for convenient hands-on use.

"Fills a void in an important design area." —Prof. Donald J. McAleece, Purdue University

"I was fascinated by the subject and drawn in by the easily readable, engaging text" — Prof. Arthur Sloan, City University of New York

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