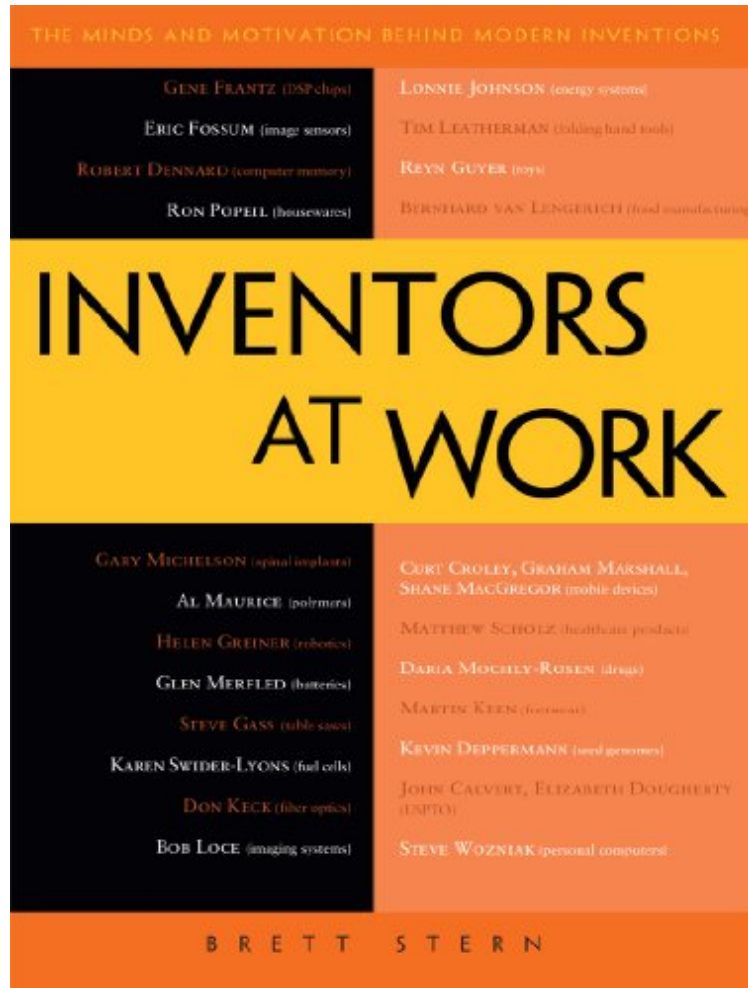


# Inventors at Work: The Minds and Motivation Behind Modern Inventions

Brett Stern

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**Brett Stern : Inventors at Work: The Minds and Motivation Behind Modern Inventions** before purchasing it in order to gage whether or not it would be worth my time, and all praised Inventors at Work: The Minds and Motivation Behind Modern Inventions:

2 of 2 people found the following review helpful. Inspiring Work, A Gift to the GenreBy QuiddlyHere's a terrific, inspiring and impressive book about inventors and the innovation process, from author Brett Stern. Written entirely in conversational style, from thought-provoking Q and A, the reader has the rare opportunity to uncover business truths that are not apparent from more theory-oriented books in this category. The book is sprinkled with a mix of subjects and dialogue, from technology, products and pitchmen, that extends to all corners of our economy. Author Stern is an able oarsman here, guiding the conversations with quiet confidence and purpose, gleanig new insights and material for us with each discussion. We initially get a full background of each inventor, with the conversations then leading to

nuggets of usefulness from each of the participants interviewed. I recommend this book to anyone interested in business and innovation, who is curious about what it takes and means to "break through". Seasoned inventors will be entertained by the new ground covered here, and people just getting started in their careers will find valuable information to use in their unfolding journey. 0 of 0 people found the following review helpful. Background information on everyday products by the creative individuals who conceived of them By Terri I thought this was an interesting and informative book which is easy to read. It provides case studies of people who have developed innovative and useful products for society. I think this book could be used as part of a college course to study the inventive process and what is required to successfully bring new and potentially disruptive concepts to market. 3 of 3 people found the following review helpful. Fascinating insight into the minds of people who've changed our lives By M. Koch Author Stern uses an interview format to gain interesting insight into the way these inventors work. Questions like "what's cool about the job?" and "how many fingers get cut off?" are typical of his inquisitive style which brings responses that are new to those of us who may have already read about, or heard some of these people speak. Interesting, engaging and fast-paced.

*Inventors at Work: The Minds and Motivation Behind Modern Inventions* is a collection of interviews with inventors of famous products, innovations, and technologies that have made life easier or even changed the way we live. All of these scientists, engineers, wild-eyed geniuses, and amateur technologists have dedicated their lives to the pursuit of that singular Eureka! moment in their laboratories or garages. Each has altered the modern world as we know it in some significant way. The conversations will show budding tinkerers, professional inventors, educators, and onlookers how the top minds in the field come up with ideas and manage the first steps of inspiration, how they experiment productively, how they "sell" ideas to others and secure funding, how they execute the final product, and how they commercialize and protect their work. All inventors will learn from these conversations, whether they are exploring new chemical compounds in million-dollar labs or perfecting a household gadget or toy in a basement workshop. Author Brett Stern, an inventor himself, explores with each inventor the nature of creativity and intuition, the skill set needed, and the force, motivation, or desire that must be summoned to spend endless hours searching for an answer to a question that no one else has asked or solving a problem most think has no solution. The book is required reading for all technical and creative individuals to better understand the innovation process and the logistics of following through on an idea that has the potential to change society. This book offers: Interviews with inventors of world-changing products and technologies An outline of the steps required in the creative/inventing process whether the goal is a civilization-changing process or a device meant to impress friends and family and perhaps earn license fees; An instructive overview of how to solve problems in innovation—and how to use failures as stepping stones to successful inventions What you'll learn Problem-solving techniques for the inventive mind Sources of inspiration/motivation for innovation The nature of creativity and the role of serendipity Tools for ideation, including 2D sketching and 3D modeling Using failure as pathway to success Benefits of documenting all ideas The commercialization process for inventions Using intellectual property law to protect ideas Who this book is for *Inventors at Work* is a book for the professional scientist/engineer/inventor, the aspiring inventor/entrepreneur, product developers/innovators, and the backyard mechanic/maker. The book offers insights into the process of inventing, and the motivation and drive required for creating something novel. It will present a narrative of the inventing

**About the Author** Brett Stern is an industrial designer and inventor living in Portland, Oregon. He holds eight utility patents covering surgical instruments, medical implants, and robotic garment-manufacturing systems. He holds trademarks in 34 countries on a line of snack foods that he created. He has worked as an industrial design consultant for such clients as Pfizer, Revlon, and Saatchi Saatchi, and as a costume materials technologist for Warner Bros. Stern has been an instructor in industrial and product design at the Art Institute of Portland and Parsons School of Design. He has lectured on innovation and biomedical technology at Columbia University and Stanford University. He graduated from the University of Cincinnati with a degree in industrial design. Stern's work may be viewed at [www.brettstern.com](http://www.brettstern.com).