

Applied Minds: How Engineers Think

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✓ Verified Book of Applied Minds: How Engineers Think

Summary:

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Dubai's Burj Khalifaâ€™the worldâ€™s tallest buildingâ€™looks nothing like Microsoftâ€™s Office Suite, and digital surround sound doesnâ€™t work like a citywide telecommunication grid. Yet these engineering feats have much in common.

Applied Minds explores the unique visions and mental tools of engineers to reveal the enormousâ€™and often understatedâ€™influence they wield in transforming problems into opportunities. The resulting account pairs the innovators of modern historyâ€™Thomas Edison, the Wright brothers, Steve Jobsâ€™with everything from ATMs and the ZIP code system to the disposable diaper.

An engineer himself, Guru Madhavan introduces a flexible intellectual tool kit called modular systems thinking as he explains the discipline's penchant for seeing structure where there is none. The creations that result from this process express the engineer's answers to the fundamental questions of design: usefulness, functionality, reliability, and user friendliness.

Through narratives and case studies spanning the brilliant history of engineering, Madhavan shows how the concepts of prototyping, efficiency, reliability, standards, optimization, and feedback are put to use in fields as diverse as transportation, retail, health care, and entertainment.

Equal parts personal, practical, and profound, Applied Minds charts a path to a future where we apply strategies borrowed from engineering to create useful and inspired solutions to our most pressing challenges.

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