

Inaugural talk at Óbuda University, Budapest, Hungary

## HOW TO FIND NEW AND FRESH IDEAS

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**Abstract** - Engineers have to be innovative to win out in the business world. The talk describes the nature of creativity and how we can help team members to co-operate in a group and see the positive sides of other people's ideas. Logical thinking is essentially ineffective in discovering new ideas, and sometimes it even prevents the birth of ideas. When the problem is left out of mind, it may suddenly be solved, although we have not given it any thought. Various methods have been developed for idea generation. One of these, so called AIR-OPERA, is presented in the talk.