ASITcamels.txt To: "Ellen Domb", ellendomb From: "Roni Horowitz", INTERNET:Roni.Horowitz@start2think.com Date: 8/20/2003, 9:12 PM ASIT technique for a week, Issue 136 Re: ASIT Technique for a week, Issue 136 A weekly newsletter that brings you thought provoking articles about Advanced Systematic Inventive Thinking The most powerful creative thinking method in existence today! To learn ASIT visit http://www.start2think.com Stretch your creativity to the limit! Learn about the most creative CD ROM game http://www.start2think.com/invhi How to unsubscribe? See below Hello Everybody, Let's begin with the solution of last week's puzzle. New subscribers? Forgot to read last issue? Here's the puzzle again: In his last will and testament, an elderly mathematician leaves his three sons a proportion of his 17 camels. His eldest son gets one half of the camels, his next eldest gets one third, and the youngest son gets one ninth of the camels. what should the sons do? Half camels are no good to anyone. The solution is a perfect ASIT Multiplication idea. Multiplication means solving a problem by adding a new object of the same type as an existing one. This particular problem deals with camels, so let's see what happens if we add a camel. Suppose the brothers borrow or buy another camel. They would then have 18 camels. The eldest son would now get half of the camels (nine camels), the next eldest son would get his share Page 1

ASITcamels.txt of one third of the camels (6 camels), and the younger son would get one ninth of the camels (2 camels). Let's add that up: 9+6+2 = 17 camels. They could then return or sell the camel they borrowed or bought... The Multiplication tool can be used very effectively in "real life" too! Here's an interesting ASIT case study I got from one of our readers, Brendan McCarron. It's a story that appeared in the General Medical Journal website. An interesting proposal for treating heroin addicts: Supervised prescription of a combination of methadone plus heroin is feasible, safe, and effective in reducing the many physical, mental, and social problems of heroin addicts, according to Dutch researchers in this week's BMJ. The Multiplication tool comes into play here because heroin is used to treat heroin addicts. In much the same way that a new camel is used to solve the camel puzzle. That's ASIT logic! To learn ASIT and dramatically enhance your creativity, all you need to do is visit: http://www.start2think.com And purchase the ASIT Premier course for only \$29. You'll also get: - A 120 page e-book that complements the multimedia course with more theory and case studies. - A bundle of the first 90 issues of this newsletter with all the case studies, puzzles, success stories and other good stuff you like reading here. - Access to the ASIT contest in which you can win \$1000 by sending us your story of you used ASIT. More on this here: http://www.start2think.com/contest Do you have kids aged 10 and up? Learning ASIT early can really help them become more creative. Learn about the ASIT CD Rom game for kids here: http://www.start2think.com/invhi

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See you all next week,

Roni