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The Universal Traveler Model of Problem Solving or Design. My quest for creativity models turned up the Universal Traveler Model or the UT Model (The Universal Traveler: A Soft-Systems Guide to Creativity, Problem-Solving, and the Process of Reaching Goals by Don Koberg and Jim Bagnall) and I found its presentation rather interesting. The creators of the model presented it as a map and called ...

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They call the resulting "user-friendly" approach to problem-solving "Soft Systems." Once learned and internalized with practice, the Universal Traveler 'soft systematic' approach will allow anyone to deal more logically and orderly with all manner of problem situations or goals."

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The Universal Traveler: A Soft-Systems Guide to: Creativity, Problem-Solving, and the Process of Reaching Goals Koberg, Don and Bagnall, Jim Published by William Kaufmann, Inc., Los Angeles (1974)

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The Universal Traveler: A Soft-Systems Guide to: Creativity, Problem-Solving, and the Process of Reaching Goals by Don; Bagnall, Jim Koberg ISBN 13: 9780913232057 ISBN 10: 091323205X Paperback; Los Altos, California: W. Kaufmann, 1974; ISBN-13: 978-0913232057

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