

"This book is the most significant study guide on Substance-Field Analysis in the last 20 years."

Mark Barkan, PhD, President MATRIZ

Take control of your knowledge and generate more winning ideas!

This book introduces the reader to contemporary Substance-Field Analysis—one of the powerful tools of **TRIZ** (Theory of Inventive Problem Solving). Using this book you will learn:

- To model a real situation with *substances* and *fields* and to identify the conflicts which lead to the problem at hand
- To accurately use 5 model solutions to resolve every conflict identified
- To employ the 8 fields of MATCEMIB to generate ideas
- To fully utilise the resources of your knowledge in generating ideas
- To consider all the ideas generated together and to synthesise them into solution concepts
- To employ Substance-Field Analysis for situations with humans
- To apply Substance-Field Analysis to the area of your expertise

ABOUT THE AUTHOR

Iouri Belski, PhD, has practiced TRIZ since 1982. In 2006, the Australian Government awarded him the Citation For Outstanding Contribution To Student Learning: *For the creation of innovative methodologies and imaginative resources which help students in enhancing thinking and problem-solving skills.*

"This work provides an introduction to creative thinking, problem solving and invention on a new scale and will benefit anyone charged with the task of breaking new grounds in systems thinking that requires concrete and tangible advances."

Max Dumais, founding CEO of the *de Bono Institute*

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Belski

Improve Your Thinking

TRIZ4U

Iouri Belski

Improve Your Thinking: Substance-Field Analysis

The book that enables you to use your knowledge more effectively

TRIZ4U

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- Australia: AU\$112 (including GST). Expected delivery: 3 business days;
- Asia-Pacific: AU\$110. Expected delivery: 10 business days;
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Significant discounts are available for full-time university and high school students.

University Professors and school teachers may also purchase the materials required to conduct a course on Substance-Field Analysis (PowerPoint slides, Su-Field Pro forma and recommended assignments with solution ideas).

To order the book, or for additional information on the book and discounts, contact us:

- e-mail to school@triz4u.com (Su-Field Book as the Subject)
- fax to +613 9467 8193 (Re: Su-Field Book)
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