11. If z = 0, then any $w \in \mathbb{C}$ such that |w| = 1 together with r = 0 satisfies z = rw. For example, if w equals i or 1, then rw satisfy the condition. In this case w is not uniquely determined by z, but r is.

Assume that $z \neq 0$. Put r = |z| and $w = z \cdot 1/|z|$. Since the real number 1/|z| is the multiplicative inverse of the real number |z|, then clearly |w| = 1 by field axiom (M5) and Theorem 1.31 (b). Now we show that z can be written as rw,

$$z = z \cdot \frac{|z|}{|z|} = |z| \left(z \cdot \frac{1}{|z|} \right) = rw.$$

We may do so because multiplication is commutative and $z \neq 0 \Rightarrow |z| > 0$ by Theorem 1.31 (d).

We shall now demonstrate that whenever $z \neq 0$, then r and w are uniquely determined by z. Suppose not. Then there exists q > 0, $v \neq w$ such that |v| = 1 and z = qv = rw. It follows that |z| = |rw| = |r||w| = r = |qv| = |q||v| = q. Hence r = q and since z = rw = qv,

$$0 = rw - qu = r(w - q).$$

Because r > 0 we have that w = v and we get a contradiction since we assumed otherwise.