Book Review: Hands on Systematic Innovation for Business and Management by Darrell Mann
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Hands on Systematic Innovation for Business and Management is published by IFR Press, and can be ordered from their bookstore at www.systematic-innovation.com. Hardback, 539 pages. £40 plus shipping.

This book is the follow-on to the popular TRIZ book titled Hands On Systematic Innovation. There has been an increase in page count (from 464 to 539) as well as a new focus on the managerial and business aspects of the application of TRIZ. The book is precluded by four warnings that have been designed to stop the person who will not be able to accept the contents. I found myself undaunted by them and proceeded right in. There are twenty-three chapters and two appendices. The chapters are arranged as follows:

Chapter	Title	Pages
1	Introduction	22
2	Process Overview	18
3	Psychology	22
4	System Operator	18
5	Problem Definition: Problem/Opportunity Explorer	14
6	Problem Definition: Function/Attribute Analysis	22
7	Problem Definition: S-curve Analysis	14
8	Problem Definition: IFR	16
9	Problem Definition: Perception Mapping	20
10	Select Tool	12
11	Problem Solving Tools: Conflict Elimination/Inventive	108

	Principles	
12	Problem Solving Tools: Contradiction Elimination	14
13	Problem Solving Tools: Measurement Standards	14
14	Problem Solving Tools: Linear and Non-linear Trends of Evolution	72
15	Problem Solving Tools: Resources	18
16	Problem Solving Tools: Knowledge	12
17	Problem Solving Tools: Re-Focus/Re-Frame	12
18	Problem Solving Tools: Trimming	16
19	Problem Solving Tools: IFR	12
20	Problem Solving Tools: Psychological Inertia Tools	16
21	Problem Solving Tools: Subversion Analysis	18
22	Solution Evaluation	10
23	Into the Future	16
Appendix 1	Company Innovation Scan	6
Appendix 2	Problem Pack	16

The first eight chapters of this book cover the same material as the original technical book but with a management and business focus. This is a critical difference for those unable or unwilling to convert by analogy from the technical realm to the non-technical realm. Chapter 9 on Perception Mapping is unique to this book and is used to create consensus concerning perceived aspects of the problem. The focus of the book then shifts to tool selection containing the usual suspects: contradiction elimination, trends, resources, IFR, as well as others. The main focus revolves around the application of TRIZ in non-technical arenas. This is the primary selling point

of this fine piece or work and enough to make its inclusion in your TRIZ library definite.