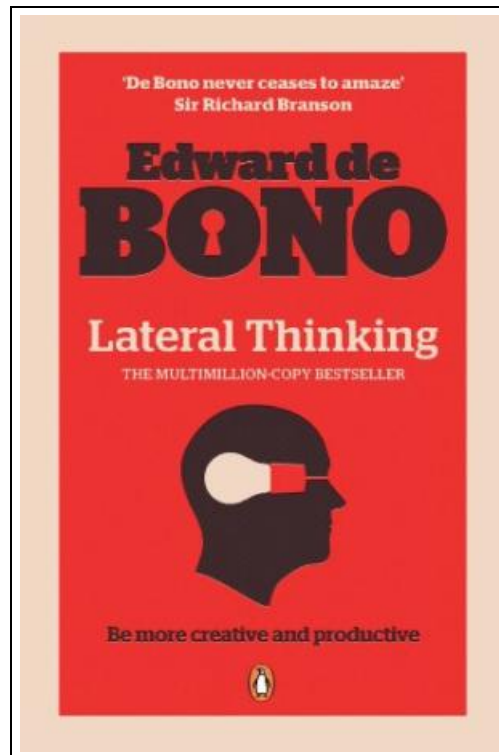


## Lateral Thinking: A Textbook of Creativity



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*This publication will be worth purchasing. This is for all those who statte there was not a worthy of reading through. I discovered this publication from my dad and i suggested this pdf to find out.*  
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## LATERAL THINKING: A TEXTBOOK OF CREATIVITY



Penguin Books Ltd, United Kingdom, 2009. Paperback. Book Condition: New. 194 x 126 mm. Language: English . Brand New Book. The classic work about improving creativity from world-renowned writer and philosopher Edward de Bono. In schools we are taught to meet problems head-on: what Edward de Bono calls vertical thinking . This works well in simple situations - but we are at a loss when this approach fails. What then? Lateral thinking is all about freeing up your imagination. Through a series of special techniques, in groups or working alone, Edward de Bono shows how to stimulate the mind in new and exciting ways. Soon you will be looking at problems from a variety of angles and offering up solutions that are as ingenious as they are effective. You will become much more productive and a formidable thinker in your own right. If more bankers and traders had read Lateral Thinking and applied the ideas of Edward de Bono to their own narrow definitions of risk, reward and human expectations, I suspect we would be in much better shape than we are . (Sir Richard Branson). Edward de Bono invented the concept of lateral thinking. A world-renowned writer and philosopher, he is the leading authority in the field of creative thinking and the direct teaching of thinking as a skill. Dr de Bono has written more than 60 books, in 40 languages, with people now teaching his methods worldwide. He has chaired a special summit of Nobel Prize laureates, and been hailed as one of the 250 people who have contributed most to mankind. Dr de Bono s titles include classic bestsellers such as Six Thinking Hats , Lateral Thinking , I Am Right You Are Wrong , Teach Yourself How To Think , Teach Your Child How To Think...



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