



## Parallel Thinking

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By Edward de Bono

Ebury Publishing, United Kingdom, 2016. Paperback. Book Condition: New. 216 x 135 mm. Language: English . Brand New Book. Western thinking is failing because it was not designed to deal with change In this provocative masterpiece of creative thinking, Edward de Bono argues for a game-changing new way to think. For thousands of years we have followed the thinking system designed by the Greek philosophers Socrates, Plato and Aristotle, based on analysis and argument. But if we are to flourish in today s rapidly changing world we need to free our minds of these boxes and embrace a more flexible and nimble model. Parallel Thinking is an invaluable insight into the word of creativity; de Bono unveils unique methods of brainstorming and explains preconceived ideas of what creativity involves and is. This book is not about philosophy; it is about the practical (and parallel) thinking required to get things done in an ever-changing world.



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