



Lateral Thinking 9780241257548

By Edward De Bono

Paperback. Book Condition: New. Not Signed; This is 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). book.



READ ONLINE
[7.56 MB]

Reviews

A whole new e book with a brand new point of view. I could possibly comprehend every thing using this written e book. Its been written in an extremely simple way which is only soon after i finished reading through this ebook by which actually modified me, change the way in my opinion.

-- **Marcia McDermott**

Unquestionably, this is the finest work by any publisher. I really could comprehend every little thing using this published e book. You will not sense monotony at anytime of your respective time (that's what catalogs are for regarding should you question me).

-- **Joe Kessler**