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# Lateral Thinking: Creativity Step By Step



## Synopsis

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, and Simplicity - all now re-issued by Penguin.

[www.edwdebono.com](http://www.edwdebono.com) --This text refers to an out of print or unavailable edition of this title.

## Book Information

Audible Audio Edition

Listening Length: 5 hours and 30 minutes

Program Type: Audiobook

Version: Abridged

Publisher: Phoenix Books

Audible.com Release Date: December 16, 1999

Language: English

ASIN: B0000545PG

Best Sellers Rank: #221 in Books > Religion & Spirituality > Occult & Paranormal >

Parapsychology > ESP #329 in Books > Health, Fitness & Dieting > Psychology & Counseling >

Creativity & Genius #842 in Books > Self-Help > Creativity

## Customer Reviews

A good book that puts creativity in a theoretical context, and gives exercises for developing creative thinking abilities. It is a bit wordy and sometimes takes effort to read.

I have a number of DeBono's works, and believe there is much to learn from his insightful work. I recommend with one of his "Thinking Course" books.

A very good book to start opening new ideas within your self, also learn to develop new perspectives towards life and keep it as a generator. Very insightful and informative. Highly recommend it!!

A must read for anyone who yearns to understand creative thinking. I really was introduced to this book at the College for Creative Studies and I still use it as reference to educate "non-creative" people in understanding the ideology of brainstorming / creative thinking.

Very beneficial content, a little unstructured and repetitive info. You may get frustrated at some parts. Still, a must read for innovators.

It's just an interesting book that got misplaced during a move a number of years ago. Now I'm empowered to pick up where I left off. Thank you, Doug

This will get you to thinking - HA! It helps organize and think in different ways. If you like to experiment, it gets you to look at things in different light. It gives examples of the techniques as well as exercises to do. Fun and practical, what a deal.

De Bono is a Genius.

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