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Lateral Thinking: A Textbook of Creativity

By Edward de Bono

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,...



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