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book is about lateral thinking which is the process of using information to bring about creativity and insight restructuring. Lateral thinking can be learned, practised and used. It is possible to acquire skill in it just as it is possible to acquire skill in mathematics. The book should be of

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Lateral thinking means taking a
creative approach to a problem or
challenge. It's a great skill to have at

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work. Here we'll talk you through what the ability is, and give some examples of lateral thinking skills. What is lateral thinking? It essentially means being able to think creatively or "outside the box" in order to solve a problem.

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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.

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In 1967 de Bono invented the now commonly used term 'lateral thinking' and, for many thousands, indeed millions, of people worldwide, his name has since become a symbol of creativity and new thinking. He has written numerous books, which have been translated into 34 languages,

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and his advice is sought by Nobel laureates and world leaders alike.

THE classic work about improving creativity from world-renowned writer and philosopher Edward de Bono In

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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

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Our happiness and success depend on clear thinking. But too many of us are compromised by confusion, trying

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choices, make a decision and, finally, turn thought into action. This book offers brilliant advice for anyone who needs to be able to respond to and deal with a vast range of situations at work and in life quickly, efficiently and intelligently.

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Western thinking is failing because it was not designed to deal with change
In this provocative masterpiece of creative thinking, Edward de Bono

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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

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