

Simplicity Edward De Bono

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Simplicity - Edward de Bono 2017-09-07

THE classic work about making the complicated simple from world-renowned writer and philosopher Edward de Bono From confusing manuals to uninterpretable jargon and bureaucratic red-tape, modern life can be highly complicated and frustrating. For many of us it is almost impossible to make sense of. In

Simplicity, lateral-thinking guru Edward de Bono shows us how to bring clarity into our increasingly complicated lives. Through his ten rules of simplicity, he encourages us to be creative and break down the complex into manageable and recognisable parts. By making the complicated simple, you will free up time, reduce stress and make better decisions.

Mind Power - Edward De Bono 1995

Future Positive - Edward de Bono 2017-08-03
'Of one thing in life we can be sure. The quality of our life in the future will depend on the quality of our thinking.' Why are we so prone to be negative? And how can we become more positive, both as individuals and as a society? The answer lies in the way we think. The key to positive thinking is developing new concepts, whether this means coming up with a brand new idea or just looking at an existing one in a new light. If we make a deliberate and positive effort to change our thinking we can secure a positive future, and we can harness the focused power of human thinking by releasing it from its pettiness. Edward the Bono is the Nobel Prize nominated father of creative thinking and the master of training the mind to think the right way. He wrote the multi-million copy bestseller Six Thinking Hats and many other revolutionary works on how to think. This classic work was

first published in 1979, and since then our belief in the power of positive thinking has only become stronger.

Lateral Thinking - Edward De Bono 2010-09-07
"This could be a very useful book for teachers and non-teachers alike. Dr. DeBono does not claim to be able to turn us all into Miltons, Davincis, and Einsteins...but his techniques provide an alternative to just sitting around waiting for the Muse to appear. The Muse never appears to most of us—hence the value of this book."— David Cohen, Times Educational Supplement The first practical explanation of how creativity works, this results-oriented bestseller trains listeners to move beyond a "vertical" mode of thought to tap the potential of lateral thinking "The underlying argument of the book is that there are two kinds of thinking—vertical and lateral. Most of us are educated to think vertically, to go from one logical step to the next, moving all the time towards the one correct solution of our problem.

We are not usually educated to be creative, to generate idea after idea.... “Dr. DeBono argues that the function of vertical, logical thinking is to argue what is wrong. It is a very useful way of thinking, but it is not the only useful way. To claim it is, is the sort of intellectual arrogance that makes creative thinking unlikely....

Lateral Thinking - Edward De Bono 2016-10-25
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.

Six Thinking Hats - Edward De Bono 2009-11-05
The classic work about meetings and decision-making. Meetings are a crucial part of all our lives, but too often they go nowhere and waste valuable time. In Six Thinking Hats, Edward de Bono shows how meetings can be transformed to produce quick, decisive results every time. The Six Hats method is a devastatingly simple technique based on the brain's different modes of thinking. The intelligence, experience and information of everyone is harnessed to reach the right conclusions quickly. These principles have been adopted by businesses and governments around the world, ending conflict and confusion in favour of harmony and productivity. The Six Hats strategy will fundamentally change the way you work and interact. 'An inspiring man with brilliant ideas. De Bono never ceases to amaze with his clarity of thought.' Sir Richard Branson

How to be More Interesting - Edward de Bono
2017-09-07

THE classic work about changing yourself and how others see you from the world-renowned writer and philosopher Edward de Bono. People spend vast amounts of money, time and energy to achieve and maintain beauty, and yet despite its undisputed importance few of us devote similar efforts to be interesting. It is often thought that intelligence, beauty and confidence make you more interesting. This is not true. Being interesting is actually a state of mind. In *How to be More Interesting*, lateral-thinking guru Edward de Bono reveals how playing with ideas, making connections, speculating and using the imagination are at the heart of being an interesting person. With seventy exercises that will help you bring humour, insight and surprise to everyday situations, this book will ensure that people not only find you fascinating company but also won't be able to forget you.

Marketing Without Money - Edward De Bono

2004

In this book the authors "reveal how twenty of Australia's finest contemporary entrepreneurs have managed to crack new markets, with little or no initial financial backing, stealing a march under the very gaze of supremely better-resourced and well-trenched opposition". They "show how, by intuitively applying 'conceptual creativity', these entrepreneurs discover and implement new 'business, product and service concepts' which remove them from the competitive rat race, and which create a new race in which they can lead." They "demonstrate that, while most business people are constrained by patterns of thinking to conformity with industry norms and practice, highly successful entrepreneurs deliberately challenge such convention, doggedly discovering and pioneering new concepts that previously either had not been considered or were regarded as unpromising." - page 16.

Textbook of Wisdom - Edward de Bono

2019-04-04

Wisdom comes with living a long life, full of rich experiences and can't be learnt, right? Wrong. In the Textbook of Wisdom bestselling author Edward De Bono (Lateral Thinking, Serious Creativity) explains how you do not have to have lived forever to benefit from the experience of those who have. Full of thinking tools guidelines and principles this 'textbook' encourages the use of values and emotions to guide you through life without allowing them to enslave you. Split into short, digestible sections perfect for grazing rather than devouring, Textbook of Wisdom is perfectly designed so you can return again and again, mining for wise words to carry through life that will open your mind to creativity and new possibilities.

[New Thinking for the New Millennium](#) - Edward De Bono 2000

The last millennium has not been a great success. We have advanced in science and technology, but not much in human behaviour. Is

it possible that this has been due to poor thinking? Edward de Bono maintains that the thinking of the last millennium has been concerned with WHAT IS. This is the thinking of analysis, criticism and argument. What we have not sufficiently developed is the thinking concerned with WHAT CAN BE. This is thinking that is creative and constructive, and which seeks to solve conflicts and problems by designing a way forward. The emphasis of his proposed new thinking is on design and not judgement.

How to be More Interesting - Edward De Bono 2016-02-04

Lateral-thinking guru Edward de Bono reveals how playing with ideas, making connections, speculating and using the imagination are at the heart of being an interesting person. With seventy exercises that will help you bring humour, insight and surprise to everyday situations, this book will ensure that people not only find you fascinating company but also won't

be able to forget you.

Practical Thinking - Edward De Bono 1991

How is it that in an argument both sides are always right? Dr. Edward de Bono bases this book on the Black Cylinder Experiment, with 1,000 participants, from which he derived that debaters fall into four categories of "rightness": emotional, logical, unique, and recognition rightness. In addition to exploring these four states, de Bono names five levels of understanding and five major mistakes of thinking.

Teach Yourself to Think - Edward De Bono
2009-11-05

Our happiness and success depend on clear thinking. But too many of us are compromised by confusion, trying to do too much at once, and not knowing what to do next. In *Teach Yourself to Think*, Edward de Bono shows that good thinking depends on a simple five-stage process that anyone can learn. It will enable you to assess your goals, sort available information,

identify the available 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.

Simplicity - Edward De Bono 2009-11-05
From confusing manuals to uninterpretable jargon and bureaucratic red-tape, modern life can be highly complicated and frustrating. For many of us it is almost impossible to make sense of. In *Simplicity*, lateral-thinking guru Edward de Bono shows us how to bring clarity into our increasingly complicated lives. Through his ten rules of simplicity, he encourages us to be creative and break down the complex into manageable and recognisable parts. By making the complicated simple, you will free up time, reduce stress and make better decisions.
The Simplicity Principle - Julia Hobsbawm
2020-04-03

Modern life is complicated, much more so than it

used to be. Acclaimed author and social entrepreneur, Julia Hobsbawm, shows you a simpler way. The Simplicity Principle challenges the assumption that all things that are complex have to stay that way. It helps keep things as lean, simple and focused as possible. Smartphone users experience concentration interruptions every 12 minutes of the day, there are over 250 billion emails sent every 24 hours and by 2021 the internet will have created more than 3.3 zettabytes of data. Yet complexity doesn't have to dominate, complicate or clutter our lives. Based on a hexagonal model, this book shows you that it's easy to streamline and simplify both your professional and personal lives with lessons based on the natural world. For anyone who feels that life can be too much, The Simplicity Principle will help you break free of the endless choices and complexities that we face in the world today. It's time to gain control of your focus and productivity, and most importantly, KEEP IT SIMPLE.

The Happiness Purpose - Edward de Bono
2016-11-03

First published in 1977, in this extraordinarily prescient book Edward de Bono sets out his method for achieving the ultimate 21st century goal: work-life balance. Defined in terms of life-space and self-space, de Bono invites the reader to look at their life and measure the gap between these spaces - the smaller the gap, the greater our chances at happiness; but if the life-space is vastly bigger than the self-space, our coping ability is compromised and anxiety is likely. For anyone concerned with happiness and life-fulfilment this book is essential reading, and is perhaps more resonant with readers now than ever before.

The Six Value Medals - Edward de Bono
2011-09-30

Traditional thinking habits of businesses need to be greatly improved. Analysis and judgement are no longer enough to make important corporate decisions; you can analyse the past but you have

to design the future. Corporate decisions depend on values. Disputes and conflicts often arise because of a clash of those values; each party in the dispute wants to pursue its own values, often at the expense of the other party. It is therefore essential that companies, managers and employees have a full understanding of the values of everyone involved to design a way forward that benefits all parties. From the bestselling author of *How to Have a Beautiful Mind* and *Six Thinking Hats*, this groundbreaking business book provides a basis for value assessment, an essential tool in decision-making for 21st century corporations. De Bono demonstrates that values come into all areas of thinking, behaviour and decision-making and outlines a framework to focus employees' attention on a variety of values including human values, organisational values, cultural values and perceptual values. By introducing a scoring system to rate different values as strong, sound, weak or remote de Bono

helps readers to prioritise and make executive decisions that count.

Sur/petition - Edward de Bono 2019-08-01
Don't chase the market leader, be the market leader. Edward de Bono, the bestselling author of *Serious Creativity* and inventor of lateral thinking teaches you how to move beyond the baseline of competition and find success with *sur/petition*. It's simple. If you want to survive in the global marketplace a competitive streak is essential. But what if you want to do more than just survive? In *Sur/petition* de Bono explains how choosing to run in your own race instead of alongside others will give you the edge over other businesses and creating value monopolies will allow your business to not only survive but become successful. Broken down into 3 sections *Sur/petition* will explain: 1. Why most fundamental habits of management thinking maybe inadequate and even dangerous for your business 2. The difference between traditional competition and *sur/petition* 3. The meaning of

'valufacture' and how to create value for your business Drawing from his immense experience consulting the top corporations in the world, de Bono shows you how to go 'beyond competition' and create a new winning game.

The Business of Race: How to Create and Sustain an Antiracist Workplace—And Why it's Actually Good for Business - Margaret H. Greenberg 2021-08-31

This book is not written specifically for White readers, Black readers, readers who are Latino, Asian, or other specific racial or ethnic groups. If you are a business leader, individual contributor, Human Resources or DEI (Diversity, Equity and Inclusion) professional, educator, coach, or consultant, then *The Business of Race* is for you. In the business world, incident-driven, company position statements on Black Lives Matter or Stop Asian Hate are not proxies for the heavy lifting that will penetrate and sustain a shift in the status quo. Advancing racial equity to disrupt institutional racism requires more than a

company-wide memo or a tab on a corporate website. Businesses often water down, negate or skirt this reality by touting successes from its cousin—diversity. However, you cannot advance a strategy you do not name. The general term “diversity” enables that dynamic. It’s impossible to create an antiracist workplace when we avoid speaking the words “race” and “racism.” Co-authored by two business women, one Black and one White, *The Business of Race* can help us all prepare for this transformative work. Rather than diving headfirst with well-meaning but ineffectual efforts, we must first ready our organizations. The authors outline both the inner work (raising our own individual awareness and creating new ways of thinking and being), and the outer work organizations must undertake. This includes honest and often uncomfortable discussions. And carrying out as core to operational business strategy and performance, policies and practices to reimagine a racially equitable workplace. Whether you’re a rising

entrepreneur, a supervisor or manager, a leader of a large multinational company, or a frontline employee, you'll find concrete actions in this essential guide: Why Racial Diversity, Why Now - A Competitive Advantage Commitment, Specificity, and the Science of Small Wins Uncomfortable Truths and Fearless Leaders Look for Talent Where Others Are Not No Secrets in Pay and Promotions - Close the Wage Gap Discover Your "E" and Measure its Impact Woven throughout The Business of Race are interviews with dozens of business professionals across myriad industries, fields and organizational levels. Their stories bring voice to the challenges and opportunities businesses face every day, and provide readers with the courage and tools to openly, honestly, and effectively address the deeply complex, emotional and intimidating dynamic of race and racism in the workplace.

PQ - Edward De Bono 1990-01-01

Atlas of Management Thinking - Edward de Bono 2017-03-02

First published in 1981, this was the first book ever to be written explicitly for the right side of the reader's brain. Much has been made of the research conducted into the left side of the brain - home to language and logic. The right side works in images, whole patterns and undefined feelings - none of which can be verbalized. This more elusive thinking often functions as what is loosely called 'intuition'. In Atlas, de Bono shows us how to use the right side. It is an atlas because it is a visual reference of images and illustrations that point the reader in the right direction (literally). For anyone who has ever been told to trust their instinct, or who is concerned with management and decision-making, this book is a de Bono classic.

How You Can be More Interesting - Edward De Bono 2000-01-01

De Bono teaches ordinary people leading ordinary lives the skills to be more interesting.

With more than 70 stimulating exercises de Bono helps develop the "playground" of the mind where interest is created.

Handbook for a Positive Revolution - Edward de Bono 2018-08-02

Anyone can join the positive revolution. All you need is creativity. Historically, revolutions have been negative – defining, overthrowing or destroying an enemy, fuelled by a sense of mission and direction. After victory, however, this energy often races on, causing factionalism and strife among the victors. The positive revolution also has energy and direction, but its opponents are entrenched patterns in thought. Progress, maintains Edward de Bono – whether on a personal or global scale – depends on thinking and behaviour that are positive and constructive. The world today is undergoing dramatic, often violent changes, and human behaviour is frequently shaped by guilt and negativity. To lift this dark cloud and create positive revolution, we need to rely more on

humour, a key element in changing perception. In this inspiring book, Edward de Bono demonstrates clearly and simply how we can learn to think and interact constructively, efficiently and with respect for core human values.

Six Thinking Hats - Edward De Bono 2016-01 Meetings are a crucial part of all our lives, but too often they go nowhere and waste valuable time. In *Six Thinking Hats*, Edward de Bono shows how meetings can be transformed to produce quick, decisive results every time. The Six Hats method is a devastatingly simple technique based on the brain's different modes of thinking. The intelligence, experience and information of everyone is harnessed to reach the right conclusions quickly. These principles fundamentally change the way you work and interact. They have been adopted by businesses and governments around the world to end conflict and confusion in favour of harmony and productivity.

Five-Day Course in Thinking - Edward de Bono
2016-08-25

First published in 1967, this remarkable title from one of history's greatest minds remains a must-read in the world of creative thinking. Based on the tenet that an error can lead to the right decision, de Bono guides the reader through a series of non-mathematical problems and puzzles, all designed to help us analyse our personal style of thinking, work out its strengths and weaknesses, and to consider the potential methods that we never use. There are three courses, each five days long and each created to focus on a different style of thinking, featuring: The Bottles Problem The Blocks Problem The L-Game The End Game A true life-changer, this book will have you thinking in ways that you never thought were possible.

How To Have A Beautiful Mind - Edward de Bono
2010-01-26

People spend a fortune on their bodies, their faces, their hair, their clothes. Cosmetics, plastic

surgery, diets, gym membership - everyone's trying to be more attractive. But there's an easier way to become a beautiful person. It doesn't have to be physical. No matter how you look, if you have a mind that's fascinating, creative, exciting - if you're a good thinker - you can be beautiful. And being attractive doesn't necessarily come from being intelligent or highly-educated. It isn't about having a great personality. It's about using your imagination and expanding your creativity. And it's when talking with people that we make the greatest impact. A person may be physically beautiful, but when speaking to others a dull or ugly or uncreative mind will definitely turn them off. In clear, practical language, de Bono shows how by applying lateral and parallel thinking skills to your conversation you can improve your mind. By learning how to listen, make a point, and manoeuvre a discussion, you can become creative and more appealing - more beautiful.

Opportunities - Edward De Bono 1991-01

Everybody assumes that he or she is opportunity-conscious -- but is frequently only conscious of the need to be opportunity-conscious. For often what looks like an opportunity isn't one after all. Opportunities is a handbook which offers a total, systematic approach to opportunity-seeking at both corporate and executive levels. It is Edward de Bono's most significant contribution to business since he developed lateral thinking - and it should have just as much impact. Every organisation likes to think it is constantly on the lookout for new ideas and how to implement them. But is this really the case? Many enterprises look to R&D and New Business divisions to generate opportunities, but each only covers part of the field, leading to poor decision-making. With the help of this book, find a systematic approach to the opportunity search - both at the corporate and the individual level.

Teach Your Child How To Think - Edward de Bono 2017-09-07

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.

Six Action Shoes - Edward de Bono 2004-01-08

Think! - Edward de Bono 2009-07-28

The world is full of problems and conflicts. So why can we not solve them? According to Edward de Bono, world thinking cannot solve world problems because world thinking is itself the problem. And this is getting worse: we are so accustomed to readily available information online that we search immediately for the answers rather than thinking about them. Our minds function like trying to drive a car using

only one wheel. There's nothing wrong with that one wheel - conventional thinking - but we could all get a lot further if we used all four... De Bono examines why we think the way we do from a historical perspective and uses some of his famous thinking techniques, such as lateral thinking, combined with new ideas to show us how to change the way we think. If we strengthen our ability and raise our thinking level, other areas of our life - both personal and business success - will improve. De Bono is the master of the original big 'concept' book and his enticement to us to use our minds as constructively as possible should appeal to a whole new generation of fans.

How to Have Creative Ideas - Edward de Bono
2012-05-31

Everybody wants to be creative. Creativity makes life more fun, more interesting and more full of achievement, but too many people believe that creativity is something you are born with and cannot be learned. In *How to Have Creative*

Ideas Edward de Bono - the leading authority on creative thinking - outlines 62 different games and exercises, built around random words chosen from a list, to help encourage creativity and lateral thinking. For example, if the task were to provide an idea for a new restaurant and the random word chosen was 'cloak', ideas generated might be: a highwayman theme; a Venetian theme with gondolas; masked waiters and waitresses. Or, if asked to make a connection between the two random words 'desk' and 'shorts', readers may come up with: both are functional; desks have 'knee holes' and shorts expose the knees; traditionally they were both male-associated items. All the exercises are simple, practical and fun, and can be done by anyone.

The Mechanism of Mind - Edward de Bono
2015-07-02

The Mechanism of Mind presents Edward de Bono's original theories on how the brain functions, processes information and organises

it. It explains why the brain, the 'mechanism', can only work in certain ways and introduces the four basic types of thinking that have gone on to inform his life's work, namely 'natural thinking', 'logical thinking', 'mathematical thinking' and 'lateral thinking'. De Bono also outlines his argument for introducing the word 'PO' as an alternative to the word 'NO' when putting lateral thinking into practice. Drawing on colourful visual imagery to help explain his theories and thought-processes, from light bulbs and sugar cubes to photography and water erosion, The Mechanism of Mind remains as fascinating and as insightful as it was when it was first published in 1969. This is a must-read for anyone who wants to gain a greater understanding of how the mind works and organises information - and how Edward de Bono came to develop his creative thinking tools.

Six Frames - Edward de Bono 2008-09-04
Attention is a key part of thinking clearly and productively, and yet we pay very little attention

to attention itself. If you see someone lying injured in the middle of the road, for example, your attention would go to that person but, if a bright pink dog wandered past at the same time, your attention would automatically stray to the dog. That is precisely the weakness of attention - it is pulled to the unusual. How much attention do we pay to the usual? So, what can we do about it? Instead of waiting for attention to be pulled towards something unusual, we can set out frameworks for 'directing' our attention in a conscious manner. Just as we can decide to look north, west or even south-east, so we can set up a framework for directing our attention, and that's where Edward de Bono's 'six frames' come in. Each frame is a direction or method in/with which to look, based on a different shape - triangle, circle, heart, square, diamond, slab. Today we are literally surrounded by information and it has never been so easy to obtain. Yet, information itself is not enough; it's how we look at it that really counts. Using the 'six frames'

technique is the key to extracting real value from the masses of facts and figures out there and, like all de Bono's techniques, it is simple, effective and will utterly change the way you interpret information.

Lateral Thinking - Edward de Bono 2014-08-07

Why do some people always seem to have new ideas while others of equal intelligence never do? Lateral Thinking is Edward de Bono's original portrayal of what lateral thinking is, how it works and how to use it to develop your own potential for thinking and problem solving. First published in 1967 as *The Use of Lateral Thinking*, this classic international bestseller remains as relevant to learning, problem solving and creative thinking today as when it was first published. De Bono argues that conventional vertical thinking often inhibits our ability to solve problems and come up with new ideas. He then shows that lateral thinking is a far easier and more natural way to generate simple, sound and effective ideas and offers guidance on how

to develop your own ability to think laterally. Lateral thinking is a technique that anyone can learn and benefit from.

Conflicts - Edward de Bono 2018-11-01

Think, don't fight. In today's world we use an out of date thinking system to navigate our way through modern society, especially when it comes to conflicts and disagreements. Conflicts argues that instead of our age old system of debate we should adopt what de Bono calls a 'design idiom' and use lateral thinking to navigate a feud. If two parties think their argument is best, we should be introducing a third party role. De Bono explains how this concept of triangular thinking and map making is the way forward. By highlighting how the current system holds us back and offering practical alternatives De Bono paves the way for a fundamental shift in conflict resolution.

Parallel Thinking - Edward de Bono 2016-07-07

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 world 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.

Serious Creativity - Edward de Bono

2015-03-05

If you want to be the best, focus on your most valuable asset: the power of your creative mind. As competition and the pace of change intensify,

companies and individuals need to harness their creativity to stay ahead of the field. Under pressure, people often think they can't be creative; many more are convinced they are not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them into financial assets boost creativity with the power of lateral thinking break free from old ways of thinking with creative challenging

Simplicity - Edward De Bono 1998

Edward de Bono is the bestselling author of 'Teach Yourself to Think', 'Six Thinking Hats', and 'Water Logic'. With this book, he aims to

show how a lateral thinking approach can simplify a complex matter.

I Am Right, You Are Wrong - Edward de Bono
2017-09-07

I Am Right, You Are Wrong is THE classic work about choice in business and in life from world-renowned writer and philosopher Edward de Bono. Most of our everyday decision-making tends to be confrontational. Whether in large meetings, one-to-one or even in our own heads, opposite view points are pitted against each other. Ultimately, there must be a winner and a loser. In I Am Right, You Are Wrong, lateral-thinking guru Edward de Bono challenges this 'rock logic' of rigid categories and point-scoring

arguments which is both destructive and exhausting. Instead he reveals how we can all be winners. Clearer perception is the key to constructive thinking and more open-minded creativity. In overturning conventional wisdom, Edward de Bono will help you to become a better thinker and decision maker. 'An inspiring man with brilliant ideas. De Bono never ceases to amaze with his clarity of thought' Sir Richard Branson

De Bono's Thinking Course - Edward De Bono
1994

From back: " ... demonstrates how to think more effectively through attention, practice and a series of exercises."