

**Lateral thinking**  
**a textbook of creativity**



**Edward de Bono**

Lateral thinking Edward de Bono



# Lateral Thinking A Textbook Of Creativity

**Tom Butler-Bowdon**



## **Lateral Thinking A Textbook Of Creativity:**

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**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

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