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**Six Thinking Hats How To Have A Beautiful Mind De Bono's Thinking Course Six Thinking Hats I Am Right, You Are Wrong Parallel Thinking Lateral Thinking Think! Teach Your Child How To Think Simplicity Sur/petition Teaching Thinking The Mechanism of Mind Lateral Thinking: Creativity Step by Step De Bono's Thinking Course De Bono's Thinking Course Edward de Bono's Thinking for Action Six Action Shoes Six Frames The Use of Lateral Thinking Teach Yourself to Think How to be More Interesting Teach Yourself to Think Serious Creativity Six Thinking Hats Five-Day Course in Thinking Lateral Thinking Breaking Out of the Box H+ (Plus) A New Religion? Creativity Workout Practical Thinking The De Bono Code Book Practical Thinking I Am Right, You are Wrong The Six Value Medals Teach Your Child How to Think Summary: Serious Creativity Handbook for a Positive Revolution Atlas of Management Thinking Conflicts**

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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 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. 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. **THE classic work about decision-making from the world-renowned writer and philosopher Edward de Bono** 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. **THE classic work about decision-making from the world-renowned writer and philosopher Edward de Bono** 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. 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. **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. In *Practical Thinking* de Bono's theme is everyday thinking, how the mind actually works - not how philosophers think it should. Based on the results of his famous Black Cylinder Experiment (a critical thinking task that asks participants why they think a black cylinder falls over), de Bono explores the four practical ways of being right. From there he picks out and names the five levels of understanding - and the five major mistakes in thinking. From memes and Instagram to twitter and bestselling books like *Mistakes I Made At Work*, mistakes - and what we can learn from them - are a hot topic. With Edward you'll learn exactly why we all make them. 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. 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. From back: "... demonstrates how to think more effectively through attention, practice and a series of exercises." 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. 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. In this trailblazing book, Edward de Bono shows why our most crucial problems cannot be solved by traditional Western thought with its rigid insistence on facts. Genuinely revolutionary--a synthesis of neuroscience, psychology, and philosophy--this work is bound to change the way we think. H+ (Plus) A New Religion? provides a framework for achievement through daily acts of help or contribution. Whether this is offering other people something to laugh at or helping an elderly person cross the road, through these altruistic acts comes a sense of achievement, and from achievement comes self-esteem and a belief in oneself. Edward de Bono's new groundbreaking book offers an entirely positive way of life: with the emphasis not on sins that are to be avoided, but on things that are to be done. 'H' stands for: - Happiness - Help - Hope - Health - and, most importantly, Humour. 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. The must-read summary of Edward de Bono's book: "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas". This complete summary of the ideas from Edward de Bono's book "Serious Creativity" shows that creative thinking is vital for business success and that creativity is something you can learn. In his book, the author presents a rational and logical approach to creative thinking and introduces 12 tools and techniques that you can use. By learning and applying the principles, you will be able to develop the lateral thinking skills needed for innovative reasoning and ensure success. Added-value of this summary: • Save time • Understand the key principles • Expand your business knowledge To learn more, read "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas" to find out how you can develop your creativity and take your business to the next level. In this book, Edward de Bono lays out a very simple five-stage structure as a framework for thinking. Much of thinking is a matter of directing attention to what matters and this structure does just that. 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. 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

Is thinking a matter of intelligence or a skill that can be taught deliberately? Can thinking be taught directly as a curriculum subject in schools? *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

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. 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. 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. 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. Jessica Hart has never forgotten Matthew Landley. After all, he was her first love when she was fifteen years old. But he was also her school maths teacher, and their forbidden affair ended in scandal with his arrest and imprisonment. Now, seventeen years later, Matthew returns with a new identity, a long-term girlfriend and a young daughter, who know nothing of what happened before. Yet when he runs into Jessica, neither of them can ignore the emotional ties that bind them together. With so many secrets to keep hidden, how long can Jessica and Matthew avoid the dark mistakes of their past imploding in the present? Gamesman, tactitian, provocateur, Edward de Bono is an entrepreneur whose product is thinking. Since first publication of his work The Use of Lateral Thinking in 1967, de Bono has brought about a revolution in the way we think. His radical ideas have been published in over 50 books, celebrated in television programmes and generated business strategies adopted by international companies, governments and educationists. Piers Dudgeon reveals the man and the way he developed his thinking systems and provides a synthesis of his ideas showing how they have been employed in businesses around the world. Language has been the biggest help to human progress. But, ironically, language has also become the barrier to its own development. We are locked in to words and concepts that are limited and out of date. These force us to see the world in a very old-fashioned way. Like any self-organizing system, language has become bogged down in its own equilibrium. 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. Conveys the nature of lateral thinking. 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. No Marketing Blurb 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. 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 Intended for business men and women as an aid to producing effective business strategy, this pack contains dozens of thought-provoking and enjoyable games, it is a step-by-step course in thinking for doing. It could also be an enjoyable thinking tool for families and schools. The pack contains a 96-page book Thinking for Action. TAP INTO YOUR CREATIVE POTENTIAL Creativity was once thought to be a talent bestowed upon a lucky few. Today it is understood as a skill that we can all learn, develop and apply. And in today's economy--with information available to everyone and support services outsourced overseas--creativity is the most valuable asset you can possess and the best way to get ahead. Learn to unlock these abilities with Creativity Workout. In 62 exercises designed by Edward de Bono, the world's leading creativity expert, you'll discover how to tap into your most original thinking. Each exercise is fun and simple and will get you in the creative state of mind necessary to think yourself to success. You'll learn to: •make connections •think beyond your peers •recognize possibilities •create opportunities