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Lateral Thinking Harper Collins

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.

How To Have A Beautiful Mind

International Center for Creative Thinking

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.

Creating Value Monopolies when Everyone Else is Merely Competing Penguin UK

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.

Practical Thinking
Penguin UK

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 ...

Creativity Step by Step
Penguin UK

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.

Sur/petition Random House

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.

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*Four Ways to Be Right,
Five Ways to Be Wrong*
Random House

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.

PO Vermilion

No Marketing Blurb

Simplicity Blackhall
Publishing, Limited

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.

Beyond Yes & No

Penguin Books

No Marketing Blurb

Conflicts Random House

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.

The New Business Formula to Help You Stay Ahead of the Competition Random House

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.

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Intelligence
Information Thinking
Random House

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

The Use of Lateral Thinking Penguin UK

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.

62 Exercises to Unlock Your Most Creative Ideas (Large Print 16pt)

Six Thinking Hats

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?

De Bono's Thinking Course Random House

Examinations of more than fifty successful individuals indicates the ways in which the successful arrive at solutions to difficult problems and suggests that nontraditional and nonsequential thinking may lead to startling solutions

Four Ways to be Right, Five Ways to be Wrong Random House

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.

Shortcuts to Becoming Wiser Than Your Years Random House

The inventor of lateral thinking and bestselling author of *Serious Creativity* shows the need to move beyond old

competitive strategies into the new emerging game of 'Sur/petition' Drawing on his huge experience with companies around the world, Edward de Bono sets out to show that the rules of business have now changed. Businessmen and companies must now go beyond competition - to 'Sur/petition' - if they are to stay ahead of the game. Since its first publication, this book has become required reading for many in business. Competition, with its focus on what others are doing, is only the baseline for survival. 'Sur/petition' focuses on value creation ('valufacture'), going beyond traditional strategic competition to exploit the vast potential of 'integrated values' that surround

the purchase and use of products and services. In the complex world of today, making the best mousetrap or motor car is no longer enough.

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REVIEW OF EDWARD DE BONO BOOKS IN URDU

- This book is a comprehensive guide to canine anatomy for the veterinary student. It contains excellent illustrations and written descriptions of the location and anatomical significance of the bones, muscles,

nerves and vessels. Although very detailed, the layout is logical and easy to use, with a nice balance of illustrations, radiographs and written descriptions. It also describes the embryological derivation for different tissues and overall, perfectly complements anatomy lectures and practicals. It has been very helpful for the locomotor apparatus and cranial anatomy. The detail contained within this book make it ideal for any student planning a career in small animal practice.

- **Not enough questions on the CD** Its always a little worrying when the front of the cover says that the CD contains hundreds of questions only to find that to get any more than 100

from the CD, you have to pay another \$80. The book is comprehensive - but lets face it - with 100 questions it is very poor in terms of practice test.