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Serious Creativity: How to be creative under
pressure and turn ideas into action: A Step-
by-Step Approach to Using the Logic of
Creative Thinking: Amazon.co.uk: Edward
De Bono: 9780091939700: Books. £ 10.65.
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pressure and turn ideas into action. Edward De Bono. How to unlock your creativity and add value to your ideas with the power of lateral thinking. 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.

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understand serious creativity. Cutting across patterns is what I have called lateral thinking. This has nothing whatever to do with right-left brain thinking. In any patterning system there is an absolute and logical need for something like lateral thinking in order to cut across patterns.

~~SERIOUS CREATIVITY — Creative
Openings~~

Serious Creativity. 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

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'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book.

~~Serious Creativity—deBono~~

A DELIBERATE, SYSTEMATIC APPROACH TO CREATIVITY ON DEMAND. Cost-cutting, downsizing and quality have run their course. The great need now is for new ideas. Since its first publication, 'Serious Creativity' has rapidly become the standard textbook on creativity on demand.

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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.

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by-Step Approach to Using the Logic of Creative Thinking. Edward De Bono. 3.7 out of 5 stars 9. Paperback. £ 10.49. Only 5 left in stock (more on the way). Six Thinking Hats. Edward de Bono. 4.3 out of 5 stars 196.

~~Serious Creativity: Amazon.co.uk: De Bono, Edward ...~~

In Serious Creativity, de Bono continues the line of thought previously exhibited in The Use of Lateral Thinking and The Mechanism of Mind. However, Serious Creativity is a more elaborated study of lateral thinking in its broadest and most practical dimensions.

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