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Edward De Bono - pdf download free book



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Description:

Review If more bankers and traders had read Lateral Thinking and applied the ideas of Edward de Bono to their own narrow definitions of risk, reward and human expectations, I suspect we would be in much better shape than we are. Sir Richard Branson --This text refers to an out of print or unavailable edition of this title.

About the Author Edward de Bono has had faculty appointments at the universities of Oxford, London, Cambridge and Harvard. He is widely regarded as the leading authority in the direct teaching of thinking as a skill. He originated the concept of lateral thinking and developed formal techniques for deliberate creative thinking. He has written sixty-two books, which have been translated into thirty-seven languages, has made two television series and there are over 4,000,000 references to his work on the Internet. --This text refers to an out of print or unavailable edition of this title.

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