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# Lateral Thinking: An Introduction



## Synopsis

Edward de Bono's bestselling introduction to the art of lateral thinking. 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 it did 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 and you do not have to be a genius to benefit from it and generate ideas and solutions.

## Book Information

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## Customer Reviews

"In this extremely well-written book Dr. de Bono attempts to describe the nature of a creative form of thinking and ways in which it can be developed." --Times

EDWARD DE BONO studied at Christ Church, Oxford (as a Rhodes Scholar). He also holds a PhD from Cambridge and an MD from the University of Malta. He has held appointments at the universities of Oxford, London, Cambridge and Harvard. In 1967 de Bono invented the now

commonly used term 'lateral thinking' and, for many thousands, indeed millions, of people worldwide, his name has since become a symbol of creativity and new thinking. He has written numerous books, which have been translated into 34 languages, and his advice is sought by Nobel laureates and world leaders alike.

Wondering why this is not as mainstream as his other work. When people talk about ways to develop creative thinking, they normally give you exercises that MIGHT inspire you to come up with better solutions, maybe not. Edward de Bono is able to systematically break down the process of "thinking out of the box" in a way that no one else has. That may sound like an oxymoron, but indeed, he has studied and practiced lateral thinking since at least the 1960's, and therefore has been able to develop a system that will work every time, and not just a series of hit-or-miss examples that often do not work together as a meaningful whole. (Review to be updated further).

This book was a life changing book when I first read it about three decades ago. I have since upgraded from paper books to ebooks and HAD to have it on all my PDA devices; Note 4, Nexus 10, Droid Pro, Charm, etc. Great wisdom from a brilliant man - Edward de Bono!

Just discovered this author and thought I would read all of his books, starting with this one. At first I thought it was going to be too dense for me to enjoy, but stuck with it and got a lot out of it on how to approach problem solving in a different way.

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