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Lateral thinking for management; a handbook of creativity. by De Bono Publisher [New York] American Management Association. Collection.

Lateral Thinking for Management: A Handbook of Creativity. Front Cover American Management Association, - Creative thinking - pages. A Handbook For Creativity Creativity is so essential a part of management equipment that it can no longer be left to chance or to the gifted amateur. Pioneer in the use of Lateral Thinking, Edward de Bono shows here how he sees creativity.

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). Cambridge University Press. Csikszentmihalyi, M. (). Creativity. New York: HarperCollins. De Bono, E. (). Lateral thinking for management. He was enormously prolific, and the best book to start with might be Lateral Thinking for Management. It introduces his core concepts: lateral.

Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas. Edward de Bono . Lateral Thinking for Management: A Handbook. Edward de.

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