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this is the book that explains what it is, how it works, and what it does in the realm of creative thinking. It is one of my favorites -- along with just about everything else de Bono has produced -- and I've used his various teachings to good effect in my classrooms.

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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.

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escape and the provocation of new patterns. Lateral thinking is closely related to creativity. But whereas creativity is too often only the description of a result, lateral thinking is the description of a process. One can only admire a result but one can learn to use a process.

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