

## **LATERAL THINKING FOR MANAGEMENT**

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 and lateral thinking working together in the process of management to develop new product and new ideas, and to generate new approaches to problem-solving, organization and future alternatives in planning.

By removing the mystique of creativity and learning to treat it as a definite process which can be learned, practice and used with the aid of specific technique, he demonstrates how traditional education and management method (which focus on logical sequential methods) can be brought together to achieve astonishing results.

