

## **SERIOUS CREATIVITY: USING THE POWER OF LATERAL THINKING TO CREATE NEW IDEAS**

Creativity is becoming increasingly important for all businesses as competition intensifies because to act creatively is the best and cheapest way to get added value out of existing resources and assets. In this book, the author brings up-to-date the core concept of his book "Lateral Thinking".

Since its first publication, 'Serious Creativity' has rapidly become the standard textbook on creativity on demand. Creativity is no longer a matter of old-fashioned brainstorming and hoping that ideas will somehow happen. There are now formal tools that can be used deliberately and systematically.

Edward de Bono, the originator of lateral thinking and widely acknowledged leading international authority in the field of creative thinking, writes with twenty-five years of experience and a long list of prominent clients behind him.

By learning his methods of 'serious' creativity, which are now widely in use and have stood the test of time, 'conformists' can become more creative than 'the rebels'. Creativity need no longer be a mystery or a special gift – it is a skill that can be learned and applied.

