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Edward de Bono and the Mechanism of Mind: Short Biography, Book Reviews, Quotes, and Comments (Paperback)

By Peter Fritz Walter

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Edward de Bono and the Mechanism of Mind (Great Minds Series, Vol. 5) is a study that features one of the greatest think tanks of our time. Born in 1933 in Malta, he has been a training expert, corporate consultant, writer and philosopher of world renown for decades. He has been a corporate consultant for DuPont, Exxon, Shell, Ford, IBM, British Airways, Ciba-Geigy, Citibank-to name a few. Unlike many other corporate training experts, Dr. de Bono went way beyond the job of a corporate trainer, and is to be considered a true business philosopher and conceptualist. His research on perception and the memory matrix of the human brain has had a decisive impact upon accelerated learning. Dr. de Bono is the creator of many creativity-boosting games and training programs, among them the concept of lateral thinking and the 6 Thinking Hats brainstorming technique. In various countries, governments use his techniques in primary schools and high schools for boosting the creativity and learning skills of their students. He has written numerous books with translations into 34 languages (all...)



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Reviews

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