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Edward de Bono invented the concept of lateral thinking. A world-renowned writer and philosopher, he is the leading authority in the field of creative thinking and the direct teaching of thinking as a skill. Dr de Bono has written more than 60 books, in 40 languages, with people now teaching his methods worldwide.

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Creative and Lateral Thinking: Edward de Bono From Socratic thinking to de Bono thinking. Melbourne,

Victoria, Australia: Penguin Books. Research article related to lateral thinking

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Lateral thinking Wikipedia

Lateral thinking is a manner of solving problems using an indirect and creative approach via reasoning that is not immediately obvious. For example, if a production line produced 1000 books per hour, lateral thinking may suggest that a drop in output to 800 would lead to higher quality, and more motivated workers.

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