

# Simplicity Edward De Bono

Wisdom comes with living a long life, full of rich experiences and can't be learnt, right? Wrong. In the Textbook of Wisdom bestselling author Edward De Bono (Lateral Thinking, Serious Creativity) explains how you do not have to have lived forever to benefit from the experience of those who have. Full of thinking tools guidelines and principles this 'textbook' encourages the use of values and emotions to guide you through life without allowing them to enslave you. Split into short, digestible sections perfect for grazing

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rather than devouring, Textbook of Wisdom is perfectly designed so you can return again and again, mining for wise words to carry through life that will open your mind to creativity and new possibilities. First published in 1981, this was the first book ever to be written explicitly for the right side of the reader's brain. Much has been made of the research conducted into the left side of the brain – home to language and logic. The right side works in images, whole patterns and undefined feelings – none of which can be verbalized. This more elusive thinking often functions as what is loosely called 'intuition'. In Atlas,

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de Bono shows us how to use the right side. It is an atlas because it is a visual reference of images and illustrations that point the reader in the right direction (literally). For anyone who has ever been told to trust their instinct, or who is concerned with management and decision-making, this book is a de Bono classic. The world is full of problems and conflicts. So why can we not solve them? According to Edward de Bono, world thinking cannot solve world problems because world thinking is itself the problem. And this is getting worse: we are so accustomed to readily available information online that we search immediately for the

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answers rather than thinking about them. Our minds function like trying to drive a car using only one wheel. There's nothing wrong with that one wheel - conventional thinking - but we could all get a lot further if we used all four... De Bono examines why we think the way we do from a historical perspective and uses some of his famous thinking techniques, such as lateral thinking, combined with new ideas to show us how to change the way we think. If we strengthen our ability and raise our thinking level, other areas of our life - both personal and business success - will improve. De Bono is the master of the original big

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'concept' book and his enticement to us to use our minds as constructively as possible should appeal to a whole new generation of fans.

From confusing manuals to uninterpretable jargon and bureaucratic red-tape, modern life can be highly complicated and frustrating. For many of us it is almost impossible to make sense of. In *Simplicity*, lateral-thinking guru Edward de Bono shows us how to bring clarity into our increasingly complicated lives. Through his ten rules of simplicity, he encourages us to be creative and break down the complex into manageable and recognisable parts. By making the

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complicated simple, you will free up time, reduce stress and make better decisions.

A Better Way to Resolve Them

Teach Yourself to Think

Creativity Step by Step

Shortcuts to Becoming Wiser Than Your Years

Simplicity

Conflicts

The last millennium has not been a great success. We have advanced in science and technology, but not much in human behaviour. Is it possible that this has been due to poor thinking?

Edward de Bono maintains that the thinking of the last

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millennium has been concerned with WHAT IS. This is the thinking of analysis, criticism and argument. What we have not sufficiently developed is the thinking concerned with WHAT CAN BE. This is thinking that is creative and constructive, and which seeks to solve conflicts and problems by designing a way forward. The emphasis of his proposed new thinking is on design and not judgement.

Everybody assumes that he or she is opportunity-conscious -- but is frequently only conscious of the need to be opportunity-conscious. For often what looks like an opportunity isn't one after all. Opportunities is a handbook which offers a total, systematic approach to opportunity-seeking at both corporate and executive levels. It is Edward de Bono's most significant

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contribution to business since he developed lateral thinking - and it should have just as much impact. Every organisation likes to think it is constantly on the lookout for new ideas and how to implement them. But is this really the case? Many enterprises look to R&D and New Business divisions to generate opportunities, but each only covers part of the field, leading to poor decision-making. With the help of this book, find a systematic approach to the opportunity search - both at the corporate and the individual level.

THE classic work about making the complicated simple from world-renowned writer and philosopher Edward de Bono From confusing manuals to uninterpretable jargon and bureaucratic red-tape, modern life can be highly complicated and frustrating.



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For many of us it is almost impossible to make sense of. In Simplicity, lateral-thinking guru Edward de Bono shows us how to bring clarity into our increasingly complicated lives. Through his ten rules of simplicity, he encourages us to be creative and break down the complex into manageable and recognisable parts. By making the complicated simple, you will free up time, reduce stress and make better decisions.

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. He has chaired a special summit of Nobel Prize

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laureates, and been hailed as one of the 250 people who have contributed most to mankind.

62 Exercises to Unlock Your Most Creative Ideas (Large Print 16pt)

How to be creative under pressure and turn ideas into action

Designing Simplicity

Opportunities

Future Positive

Six Frames

***Traditional thinking habits of businesses need to be greatly improved. Analysis and judgement are no longer enough to make important corporate***

***decisions; you can analyse the past but you have to design the future. Corporate decisions depend on values. Disputes and conflicts often arise because of a clash of those values; each party in the dispute wants to pursue its own values, often at the expense of the other party. It is therefore essential that companies, managers and employees have a full understanding of the values of everyone involved to design a way forward that benefits all parties. From the bestselling author of How to Have a Beautiful Mind and Six Thinking Hats, this groundbreaking***

***business book provides a basis for value assessment, an essential tool in decision-making for 21st century corporations. De Bono demonstrates that values come into all areas of thinking, behaviour and decision-making and outlines a framework to focus employees' attention on a variety of values including human values, organisational values, cultural values and perceptual values. By introducing a scoring system to rate different values as strong, sound, weak or remote de Bono helps readers to prioritise and make executive decisions that***

***count.***

***Modern life is complicated, much more so than it used to be. Acclaimed author and social entrepreneur, Julia Hobsbawm, shows you a simpler way. The Simplicity Principle challenges the assumption that all things that are complex have to stay that way. It helps keep things as lean, simple and focused as possible.***

***Smartphone users experience concentration interruptions every 12 minutes of the day, there are over 250 billion emails sent every 24 hours and by 2021 the internet will have created more***

***than 3.3 zettabytes of data. Yet complexity doesn't have to dominate, complicate or clutter our lives. Based on a hexagonal model, this book shows you that it's easy to streamline and simplify both your professional and personal lives with lessons based on the natural world. For anyone who feels that life can be too much, The Simplicity Principle will help you break free of the endless choices and complexities that we face in the world today. It's time to gain control of your focus and productivity, and most importantly, KEEP IT SIMPLE.***

***In Practical Thinking de Bono's theme is everyday thinking, how the mind actually works – not how philosophers think it should. Based on the results of his famous Black Cylinder Experiment (a critical thinking task that asks participants why they think a black cylinder falls over), de Bono explores the four practical ways of being right. From there he picks out and names the five levels of understanding – and the five major mistakes in thinking. From memes and Instagram to twitter and bestselling books like Mistakes I Made At Work, mistakes – and what***

***we can learn from them – are a hot topic. With Edward you'll learn exactly why we all make them.***

***Think, don't fight. In today's world we use an out of date thinking system to navigate our way through modern society, especially when it comes to conflicts and disagreements. Conflicts argues that instead of our age old system of debate we should adopt what de Bono calls a 'design idiom' and use lateral thinking to navigate a feud. If two parties think their argument is best, we should be introducing a***



***third party role. De Bono explains how this concept of triangular thinking and map making is the way forward. By highlighting how the current system holds us back and offering practical alternatives De Bono paves the way for a fundamental shift in conflict resolution.***

***Review and Analysis of Debono's Book***

***A Handbook of Business Opportunity Search***

***The Simplicity Principle***

***Six Thinking Hats***

***The New Business Formula to Help You Stay***

***Ahead of the Competition***

### ***Practical Thinking***

*Lateral-thinking guru Edward de Bono reveals how playing with ideas, making connections, speculating and using the imagination are at the heart of being an interesting person. With seventy exercises that will help you bring humour, insight and surprise to everyday situations, this book will ensure that people not only find you fascinating company but also won't be able to forget you.*

*First published in 1977, in this extraordinarily prescient book Edward de*

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*Bono sets out his method for achieving the ultimate 21st century goal: work-life balance. Defined in terms of life-space and self-space, de Bono invites the reader to look at their life and measure the gap between these spaces – the smaller the gap, the greater our chances at happiness; but if the life-space is vastly bigger than the self-space, our coping ability is compromised and anxiety is likely. For anyone concerned with happiness and life-fulfilment this book is essential reading, and is perhaps more resonant with readers*

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*now than ever before.*

*Don't chase the market leader, be the market leader. Edward de Bono, the bestselling author of Serious Creativity and inventor of lateral thinking teaches you how to move beyond the baseline of competition and find success with sur/petition. It's simple. If you want to survive in the global marketplace a competitive streak is essential. But what if you want to do more than just survive? In Sur/petition de Bono explains how choosing to run in your own race instead*

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*of alongside others will give you the edge over other businesses and creating value monopolies will allow your business to not only survive but become successful. Broken down into 3 sections Sur/petition will explain: 1. Why most fundamental habits of management thinking maybe inadequate and even dangerous for your business 2. The difference between traditional competition and sur/petition 3. The meaning of 'valufacture' and how to create value for your business Drawing from his immense experience consulting the top corporations*

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*in the world, de Bono shows you how to go 'beyond competition' and create a new winning game.*

*De Bono teaches ordinary people leading ordinary lives the skills to be more interesting. With more than 70 stimulating exercises de Bono helps develop the "playground" of the mind where interest is created.*

*Atlas of Management Thinking*

*Change Directions*

*Teach Your Child How To Think*

*A Textbook of Creativity*

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*Understand how your mind works to maximise  
memory and creative potential*

*Handbook for a Positive Revolution*

**Tap into your Creative potential**

**Creativity was once thought to be a talent bestowed upon a lucky few. Today it is understood as a skill that we can all learn, develop and apply. And in today's economy--with information available to everyone and support services outsourced overseas - creativity is the most valuable asset you can possess and the ...**

**Western thinking is failing because it was**

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not designed to deal with change In this provocative masterpiece of creative thinking, Edward de Bono argues for a game-changing new way to think. For thousands of years we have followed the thinking system designed by the Greek philosophers Socrates, Plato and Aristotle, based on analysis and argument. But if we are to flourish in today's rapidly changing world we need to free our minds of these 'boxes' and embrace a more flexible and nimble model. Parallel Thinking is an invaluable insight into the word of creativity; de



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Bono unveils unique methods of brainstorming and explains preconceived ideas of what creativity involves and is. This book is not about philosophy; it is about the practical (and parallel) thinking required to get things done in an ever-changing world.

“This could be a very useful book for teachers and non-teachers alike. Dr. DeBono does not claim to be able to turn us all into Miltons, Davincis, and Einsteins...but his techniques provide an alternative to just sitting around waiting

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for the Muse to appear. The Muse never appears to most of us—hence the value of this book.”— David Cohen, Times Educational Supplement The first practical explanation of how creativity works, this results-oriented bestseller trains listeners to move beyond a “vertical” mode of thought to tap the potential of lateral thinking “The underlying argument of the book is that there are two kinds of thinking—vertical and lateral. Most of us are educated to think vertically, to go from one logical step to the next, moving

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all the time towards the one correct solution of our problem. We are not usually educated to be creative, to generate idea after idea... "Dr. DeBono argues that the function of vertical, logical thinking is to argue what is wrong. It is a very useful way of thinking, but it is not the only useful way. To claim it is, is the sort of intellectual arrogance that makes creative thinking unlikely...

The classic work about meetings and decision-making. Meetings are a crucial

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part of all our lives, but too often they go nowhere and waste valuable time. In *Six Thinking Hats*, Edward de Bono shows how meetings can be transformed to produce quick, decisive results every time. The Six Hats method is a devastatingly simple technique based on the brain's different modes of thinking. The intelligence, experience and information of everyone is harnessed to reach the right conclusions quickly. These principles have been adopted by businesses and governments around the world, ending conflict and

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confusion in favour of harmony and productivity. The Six Hats strategy will fundamentally change the way you work and interact. 'An inspiring man with brilliant ideas. De Bono never ceases to amaze with his clarity of thought.' Sir Richard Branson

Creativity Workout

Five-Day Course in Thinking

For Thinking About Information

New Thinking for the New Millennium

The Five Success Principles for Personal  
and Global Change

How to be More Interesting

**I Am Right, You Are Wrong** is THE classic work about choice in business and in life from world-renowned writer and philosopher Edward de Bono. Most of our everyday decision-making tends to be confrontational. Whether in large meetings, one-to-one or even in our own heads, opposite view points are pitted against each other. Ultimately, there must be a winner and a loser. In **I Am Right, You Are Wrong**, lateral-thinking

**guru Edward de Bono challenges this 'rock logic' of rigid categories and point-scoring arguments which is both destructive and exhausting. Instead he reveals how we can all be winners. Clearer perception is the key to constructive thinking and more open-minded creativity. In overturning conventional wisdom, Edward de Bono will help you to become a better thinker and decision maker. 'An inspiring man with brilliant ideas. De**

Bono never ceases to amaze with his clarity of thought' Sir Richard Branson The Mechanism of Mind presents Edward de Bono's original theories on how the brain functions, processes information and organises it. It explains why the brain, the 'mechanism', can only work in certain ways and introduces the four basic types of thinking that have gone on to inform his life's work, namely 'natural thinking', 'logical thinking', 'mathematical thinking' and



**'lateral thinking'. De Bono also outlines his argument for introducing the word 'PO' as an alternative to the word 'NO' when putting lateral thinking into practice. Drawing on colourful visual imagery to help explain his theories and thought-processes, from light bulbs and sugar cubes to photography and water erosion, The Mechanism of Mind remains as fascinating and as insightful as it was when it was first published in 1969.**

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**This is a must-read for anyone who wants to gain a greater understanding of how the mind works and organises information – and how Edward de Bono came to develop his creative thinking tools.**

**The must-read summary of Edward de Bono's book: "Simplicity: An Elegant and Powerful Business Concept". This complete summary of the ideas from Edward de Bono's book "Simplicity" shows how most consumer products are**

too complex for customers, who become frustrated by long instruction booklets; the same can be said for other processes and products. In his book, the author explains the value of simplicity: it saves time and money, allows freedom and is a powerful selling tool. The successful businesses of the future will market simplicity, not complexity, which is easier for customers to understand, and is more elegant. This summary explains how to

**simplify company structures, products, and process, and provides 14 different methods that are suitable for different situations. Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "Simplicity" and discover why simplicity will be the key to your future success.**

**Simplicity  
Minimalism**

**Before It's Too Late  
De Bono's Thinking Course  
Mind Power**

**Four Ways to be Right, Five Ways to be Wrong**

*From back: " ... demonstrates how to think more effectively through attention, practice and a series of exercises."*

*Meetings are a crucial part of all our lives, but too often they go nowhere and waste valuable time. In Six Thinking Hats, Edward de Bono shows how meetings can be transformed to produce quick, decisive results every time. The Six Hats method is a devastatingly*

***simple technique based on the brain's different modes of thinking. The intelligence, experience and information of everyone is harnessed to reach the right conclusions quickly. These principles fundamentally change the way you work and interact. They have been adopted by businesses and governments around the world to end conflict and confusion in favour of harmony and productivity. 'Of one thing in life we can be sure. The quality of our life in the future will depend on the quality of our thinking.' Why are we so prone to be negative? And how can we become more positive, both as individuals and as a society? The answer lies in the way we think. The key to positive thinking is developing new***

***concepts, whether this means coming up with a brand new idea or just looking at an existing one in a new light. If we make a deliberate and positive effort to change our thinking we can secure a positive future, and we can harness the focused power of human thinking by releasing it from its pettiness. Edward the Bono is the Nobel Prize nominated father of creative thinking and the master of training the mind to think the right way. He wrote the multi-million copy bestseller Six Thinking Hats and many other revolutionary works on how to think. This classic work was first published in 1979, and since then our belief in the power of positive thinking has only become stronger.***

***Georges Philips' newest offering in the personal development and self-help field is, above all else, a very practical book on the process of changing direction. Its straightforward language and methodical, step-by-step approach makes the process easy to comprehend. From analyzing different situations involving change to going through the specific thinking and action steps needed in order to change direction, every detail and each step is clear and powerful. His message is clear: it is your thinking fuelled by your determination that brings about a change of direction. Profound and actionable, this is the most compelling treatise on affecting personal growth and fulfillment to be published in recent***



***memory. Full of practical, easy to understand steps capable of transforming both your personal and professional lives, Change Directions: Perceive it, Believe it, Achieve it is as engaging as it is encouraging and enlightening.***

***The Mechanism of Mind***

***How To Have A Beautiful Mind***

***Think!***

***Lateral Thinking***

***Textbook of Wisdom***

***The Six Value Medals***

**Attention is a key part of thinking clearly and productively, and yet we pay very little attention**

**to attention itself. If you see someone lying injured in the middle of the road, for example, your attention would go to that person but, if a bright pink dog wandered past at the same time, your attention would automatically stray to the dog. That is precisely the weakness of attention - it is pulled to the unusual. How much attention do we pay to the usual? So, what can we do about it? Instead of waiting for attention to be pulled towards something unusual, we can set out frameworks for 'directing' our attention in a conscious manner. Just as we can decide to look north, west or even south-east, so we can set up a**

**framework for directing our attention, and that's where Edward de Bono's 'six frames' come in. Each frame is a direction or method in/with which to look, based on a different shape - triangle, circle, heart, square, diamond, slab. Today we are literally surrounded by information and it has never been so easy to obtain. Yet, information itself is not enough; it's how we look at it that really counts. Using the 'six frames' technique is the key to extracting real value from the masses of facts and figures out there and, like all de Bono's techniques, it is simple, effective and will utterly change the way you**

**interpret information.**

**Our happiness and success depend on clear thinking. But too many of us are compromised by confusion, trying to do too much at once, and not knowing what to do next. In Teach Yourself to Think, Edward de Bono shows that good thinking depends on a simple five-stage process that anyone can learn. It will enable you to assess your goals, sort available information, identify the available choices, make a decision and, finally, turn thought into action. This book offers brilliant advice for anyone who needs to be able to respond to and deal with a vast range of**

**situations at work and in life quickly, efficiently and intelligently.**

**Jessica Hart has never forgotten Matthew Landley. After all, he was her first love when she was fifteen years old. But he was also her school maths teacher, and their forbidden affair ended in scandal with his arrest and imprisonment. Now, seventeen years later, Matthew returns with a new identity, a long-term girlfriend and a young daughter, who know nothing of what happened before. Yet when he runs into Jessica, neither of them can ignore the emotional ties that bind them together. With so many secrets to keep**

**hidden, how long can Jessica and Matthew avoid the dark mistakes of their past imploding in the present?**

**THE classic work about improving creativity from world-renowned writer and philosopher Edward de Bono In schools we are taught to meet problems head-on: what Edward de Bono calls 'vertical thinking'. This works well in simple situations - but we are at a loss when this approach fails. What then? Lateral thinking is all about freeing up your imagination. Through a series of special techniques, in groups or working alone, Edward de Bono shows how to stimulate**

**the mind in new and exciting ways. Soon you will be looking at problems from a variety of angles and offering up solutions that are as ingenious as they are effective. You will become much more productive and a formidable thinker in your own right. 'If more bankers and traders had read Lateral Thinking and applied the ideas of Edward de Bono to their own narrow definitions of risk, reward and human expectations, I suspect we would be in much better shape than we are' - Sir Richard Branson**

**Summary: Simplicity  
Beyond Yes & No**

### **Sur/petition**

### **Serious Creativity**

### **How You Can be More Interesting**

### **Parallel Thinking**

People spend a fortune on their bodies, their faces, their hair, their clothes. Cosmetics, plastic surgery, diets, gym membership - everyone's trying to be more attractive. But there's an easier way to become a beautiful person. It doesn't have to be physical. No matter how you look, if you have a mind that's



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fascinating, creative, exciting - if you're a good thinker - you can be beautiful. And being attractive doesn't necessarily come from being intelligent or highly-educated. It isn't about having a great personality. It's about using your imagination and expanding your creativity. And it's when talking with people that we make the greatest impact. A person may be physically beautiful, but when speaking to others a dull or ugly or uncreative mind will

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definitely turn them off. In clear, practical language, de Bono shows how by applying lateral and parallel thinking skills to your conversation you can improve your mind. By learning how to listen, make a point, and manoeuvre a discussion, you can become creative and more appealing - more beautiful.

THE classic work about changing yourself and how others see you from the world-renowned writer and

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philosopher Edward de Bono People spend vast amounts of money, time and energy to achieve and maintain beauty, and yet despite its undisputed importance few of us devote similar efforts to be interesting. It is often thought that intelligence, beauty and confidence make you more interesting. This is not true. Being interesting is actually a state of mind. In How to be More Interesting, lateral-thinking guru Edward de Bono reveals how playing with

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ideas, making connections, speculating and using the imagination are at the heart of being an interesting person. With seventy exercises that will help you bring humour, insight and surprise to everyday situations, this book will ensure that people not only find you fascinating company but also won't be able to forget you.

The notion of Minimalism is proposed as a theoretical tool supporting a more differentiated understanding of

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reduction and thus forms a standpoint that allows definition of aspects of simplicity. Possible uses of the notion of minimalism in the field of human-computer interaction design are examined both from a theoretical and empirical viewpoint, giving a range of results. Minimalism defines a radical and potentially useful perspective for design analysis. The empirical examples show that it has also proven to be a useful tool for generating and

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modifying concrete design techniques. Divided into four parts this book traces the development of minimalism, defines the four types of minimalism in interaction design, looks at how to apply it and finishes with some conclusions.

First published in 1967, this remarkable title from one of history's greatest minds remains a must-read in the world of creative thinking. Based on the tenet that an error can lead to

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the right decision, de Bono guides the reader through a series of non-mathematical problems and puzzles, all designed to help us analyse our personal style of thinking, work out its strengths and weaknesses, and to consider the potential methods that we never use. There are three courses, each five days long and each created to focus on a different style of thinking, featuring: The Bottles Problem The Blocks Problem The L-Game The End Game

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A true life-changer, this book will have you thinking in ways that you never thought were possible.

I Am Right, You Are Wrong

The Happiness Purpose

Six Steps Towards Clarity in a Complex World

PO

If you want to be the best, focus on your most valuable asset: the power of your creative mind  
As competition and the pace of change intensify, companies and individuals need to harness their



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creativity to stay ahead of the field. Under pressure, people often think they can't be creative; many more are convinced they are not creative at all because they have never been 'arty'. Creative genius Edward de Bono debunks these common notions in this remarkable book. He shows how creativity is a learnable skill - one that everyone can use to improve their performance. He then explains how you can unlock your own creativity to reap the personal and professional rewards it will bring. Learn how to: be creative on demand with de Bono's step-by-step approach add value to ideas and turn them

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into financial assets boost creativity with the power of lateral thinking break free from old ways of thinking with creative challenging

Anyone can join the positive revolution. All you need is creativity. Historically, revolutions have been negative - defining, overthrowing or destroying an enemy, fuelled by a sense of mission and direction. After victory, however, this energy often races on, causing factionalism and strife among the victors. The positive revolution also has energy and direction, but its opponents are entrenched patterns in thought. Progress, maintains Edward de Bono - whether on a

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personal or global scale – depends on thinking and behaviour that are positive and constructive. The world today is undergoing dramatic, often violent changes, and human behaviour is frequently shaped by guilt and negativity. To lift this dark cloud and create positive revolution, we need to rely more on humour, a key element in changing perception. In this inspiring book, Edward de Bono demonstrates clearly and simply how we can learn to think and interact constructively, efficiently and with respect for core human values.