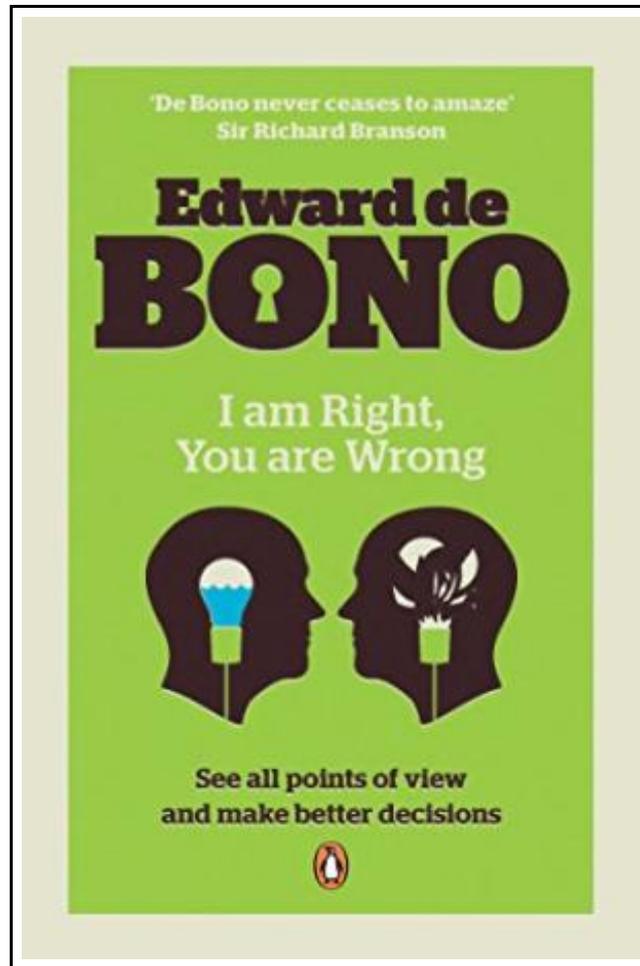


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(Letha Okuneva)

I AM RIGHT-YOU ARE WRONG: FROM THIS TO THE NEW RENAISSANCE, FROM ROCK LOGIC TO WATER LOGIC



Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, I am Right-You are Wrong: From This to the New Renaissance, from Rock Logic to Water Logic, Edward De Bono, "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). 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 laureates, and been hailed as one of the 250 people who have contributed most to mankind. Dr de Bono's titles include classic bestsellers such as "Six Thinking Hats", "Lateral Thinking", "I Am Right You Are Wrong", "Teach Yourself How To Think", "Teach Your Child How To Think", and "Simplicity".

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