



# Summary : Serious Creativity - Edward De Bono: Using the Power of Lateral Thinking to Create New Ideas

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**Complete summary of Edward de Bono's book: "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas".**

This summary of the ideas from Edward de Bono's book "Serious Creativity" shows that creative thinking is vital for business success and that creativity is something you can learn. In his book, the author presents a rational and logical approach to creative thinking and introduces 12 tools and techniques that you can use. By learning and applying the principles, you will be able to develop the lateral thinking skills needed for innovative reasoning and ensure success.

## **Added-value of this summary:**

- Save time
- Understand the key principles
- Expand your business knowledge

**To learn more, read "Serious Creativity: Using the Power of Lateral Thinking to Create New Ideas" to find out how you can develop your creativity and take your business to the next level.**

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