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De Bono, el gurú del «pensamiento lateral», examina por qué nuestra actual manera de pensar no es lo suficientemente buena y qué podemos hacer para cambiarla. Argumenta que mientras nuestros métodos de pensamiento actuales nos sirven cuando se aplican a determinadas áreas como la ciencia y la tecnología, cuando intentamos abordar otras, menos científicas, como el cambio o la guerra, no logramos ningún progreso. Un libro lleno de nuevas ideas para demostrarnos la fortaleza que otorga la habilidad para pensar de manera diferente.

Title	:	El pensamiento lateral
Author	:	Edward de Bono
Categoría	:	Psicología
Publicación	:	15/12/2014
Editorial	:	Grupo Planeta
Vendedor	:	Editorial Planeta, S.A.U.
Páginas impresas	:	273 páginas
File Size	:	6.69MB

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