

Simplicity

Edward De Bono

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Simplicity is THE classic work about making the complicated simple, from world-renowned writer and philosopher Edward de Bono. From confusing manuals to uninterpretable jargon to 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 simplicity 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. '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. www.edwdebono.com



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