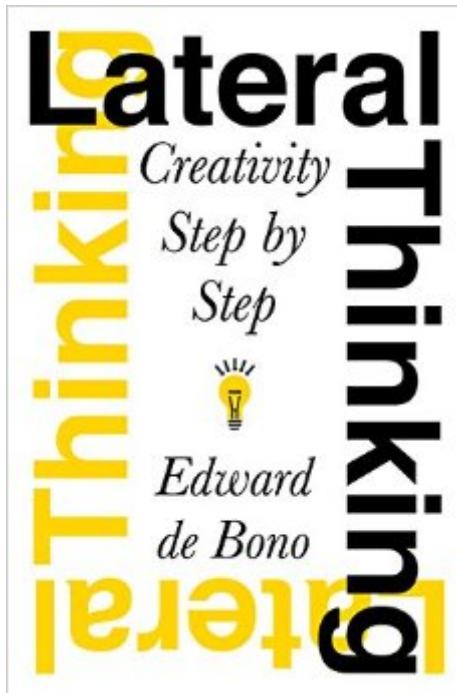# Lateral Thinking: Creativity Step By Step

Synopsis

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.

Book Information

Paperback: 300 pages

Publisher: Harper Colophon; Reissue edition (February 24, 2015)

Language: English

ISBN-10: 0060903252

ISBN-13: 978-0060903251

Product Dimensions: 5.3 x 0.7 x 8 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars Â Â See all reviews Â (53 customer reviews)

Best Sellers Rank: #52,063 in Books (See Top 100 in Books)   #54 in Â Books > Religion & Spirituality > Occult & Paranormal > Parapsychology > ESP   #86 in Â Books > Health, Fitness & Dieting > Psychology & Counseling > Creativity & Genius   #242 in Â Books > Self-Help > Creativity

Customer Reviews

I'm puzzled by the negative reviews on this book. The author is very lucid. Some critics, which you can find on wikipedia, note that he hasn't attempted to "prove" his position. That's not the author's point. By definition, he isn't indulging in linear or logical thought. If he were to concede to his critics, he wouldn't write the book. The critics have missed the point. His examples supply, not proof, but circumstantial evidence supporting his theory. In a court of law, sometimes all you have is circumstantial evidence. Since when is such evidence inadmissible in an argument anymore than it is in the courts of old? It's been used for centuries with the courts and with famous mathematical statements known as "conjectures." Pure mathematical thought doesn't say anything about the world because it is constituted of tautologies. If you want to say something about the world, as the author does, you are by definition departing from purely formal thought and therefore purely formal rigor in your demonstrations. I thought the homely examples by the author were good. For example, he discusses the feature in European liquor manufacturers of fruit contained in a bottle of liquor. How did it get there? Was the bottom attached? No. There is no visible weld. Was the fruit pushed inside? No. It's too wide for the bottle neck. Solution? Insert the small bud of the fruit into the bottle and let it grow there. The glass operates as a small green house; therefore, it won't interfere with the growth of the fruit. With regard to the conundrum PO, the author is explicit on page 225. "Logic

could be said to be the management of NO. . .The concept of lateral thinking is insight restructuring and this is brought about through the rearrangement of information.

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