

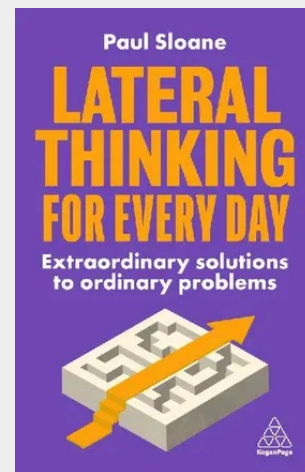
Sloane

Lateral Thinking for Every Day

Extraordinary Solutions to Ordinary Problems

Not every problem has an obvious solution. Utilize the power of lateral thinking to think imaginatively and creatively to tackle everyday problems in a new, fresh way. Lateral thinking is about re-thinking your approach to problem solving and using an indirect method to come up with innovative results. But how easy is it to do it? In **Lateral Thinking for Every Day**, acclaimed writer **Paul Sloane** clearly explains how you can benefit from using a lateral thinking approach. Using inspiring examples from great lateral thinkers including Lady Gaga, Elon Musk and Tim Berners-Lee, this collection of practical tips, techniques, examples and challenges is guaranteed to help you deploy powerful reasoning techniques, become more persuasive and convincing and to come up with fresh solutions to creative challenges.

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