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ejercicios para desarrollar la mente/ 62 Exercises
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(Spanish Edition)**

Edward De Bono

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a Nueva Biblioteca Edward de Bono recoge los títulos del prestigioso psicólogo que Ediciones Paidós viene publicando desde la década de los años 90. Con nuevos diseños actualizados y ediciones cuidadas, la Nueva Biblioteca Edward de Bono incorpora los best sellers y las novedades editoriales. La Nueva Biblioteca Edward de Bono se inició con la publicación de: Creatividad. 62 ejercicios para desarrollar la mente, novedad editorial, y la recuperación de Seis sombreros para pensar. Creatividad. 62 ejercicios para desarrollar la mente es un práctico libro sencillo y divertido para todo aquél que desee tener grandes ideas. El método de Edward de Bono ha sido declarado obligatorio en el sistema educativo de varios países, y se ha implantado en centros de enseñanza de Canadá, Estados Unidos, China y Rusia. Asimismo, es consultor de algunas de las empresas más importantes del mundo -NTT, Du Pont, Ericsson, United Technologies, American Standard, Exxon, Shell, IBM y Ford, entre otras. En este libro, el lector hallará 62 juegos que fomentan la creatividad y el pensamiento lateral. Todo el mundo quiere ser creativo, La creatividad hace la vida más divertida, más interesante y más productiva. Hay quien piensa que la creatividad es algo con lo que se nace, y que no puede ser aprendida. En Creatividad se describen 62 ejercicios y juegos. Un ejercicio, en torno a palabras elegidas al azar de una lista. Por ejemplo, si nuestra tarea es elegir una idea nueva para un restaurante. La palabra aleatoria es CAPA. Nos puede sugerir desde alguien disfrazado hasta un veneciano paseando en góndola.

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