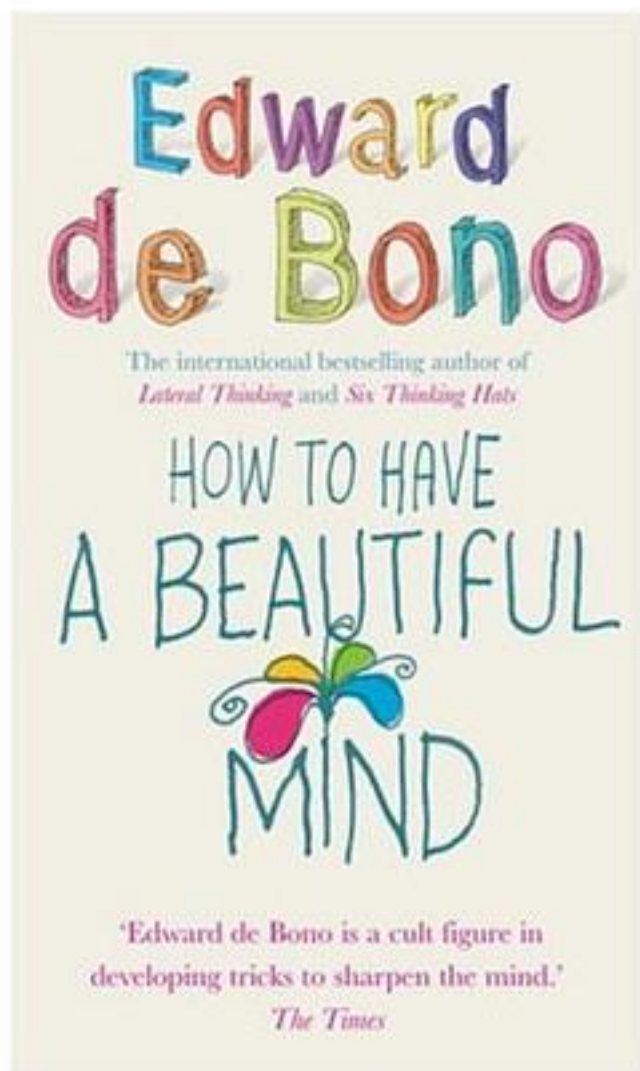


How to Have a Beautiful Mind



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著者:Edward de Bono

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People spend a fortune on their bodies, their faces, their hair, their clothes. Cosmetics, plastic surgery, diets, gym membership - everyone's trying to be more attractive. But there's an easier way to become a beautiful person. It doesn't have to be physical. No matter how you look, if you have a mind that's fascinating, creative, exciting - if you're a good thinker - you can be beautiful. And being attractive doesn't necessarily come from being intelligent or highly-educated. It isn't about having a great personality. It's about using your imagination and expanding your creativity. And it's when talking with people that we make the greatest impact. A person may be physically beautiful, but when speaking to others a dull or ugly or uncreative mind will definitely turn them off. In clear, practical language, de Bono shows how by applying lateral and parallel thinking skills to your conversation you can improve your mind. By learning how to listen, make a point, and manoeuvre a discussion, you can become creative and more appealing - more beautiful. (20030402)

作者介绍:

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书评

To begin with ,the author have writen more than sixty books and also the creator of the concept of "Lateral Thinking".His business mothods are currently taught by more than 900 trainers in 28 countries around the world and are used by such leading corporat...

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