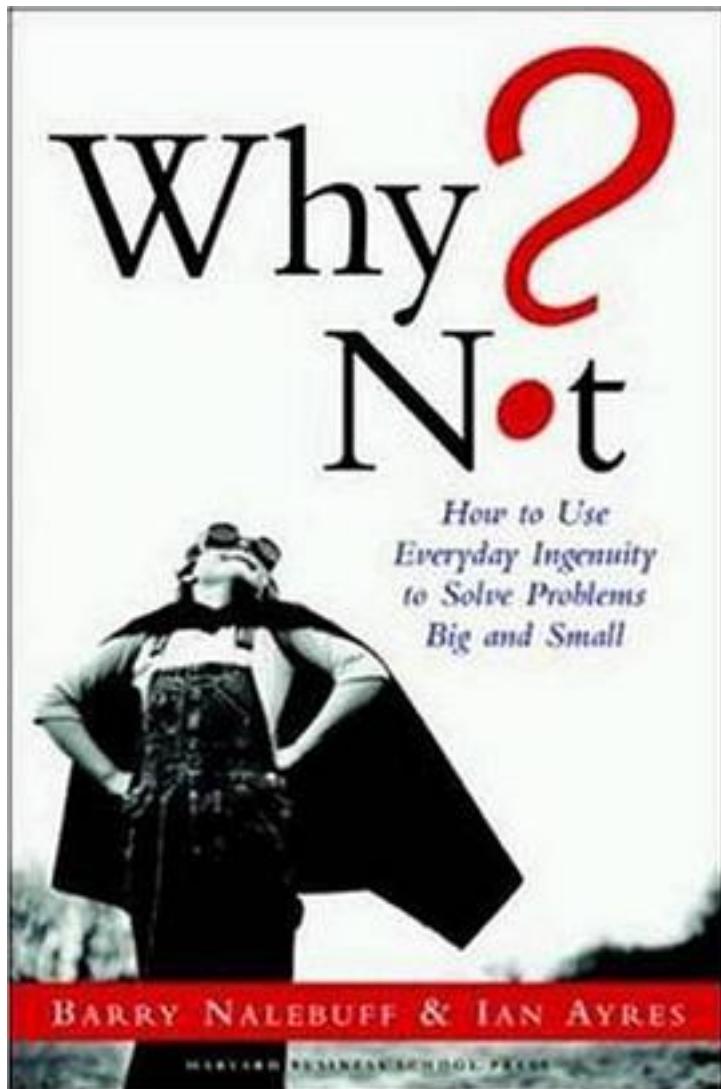


Why Not?



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Why Not? is a primer for fresh thinking, for problem-solving with a purpose, for bringing the world a few steps closer to the way it should be. Idealistic? Yes. Unrealistic? According to Why Not? authors Barry Nalebuff and Ian Ayres, no. Illustrated with examples from every aspect of life, Why Not? offers techniques which will help you take the things we all see, every day, and think about them in a new way. Great ideas are waiting. Why not be the one to discover them?

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标签

思维

English

评论

Why not? Why not why not? 哈哈哈~奇思妙想真神气!

ynot?

这本书让人面对问题时更开放的去想答案，打破传统思维，想在“如果我有无限资源”、“有雷同的事情吗？”、“反过来可以吗？”【译：Why Not ISBN: 9789571340739】

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书评

的确，就是翻译有点生硬，看起来有点不好理解，但总的还是不错了，让思想得到了很大的扩散。算一本好书。

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