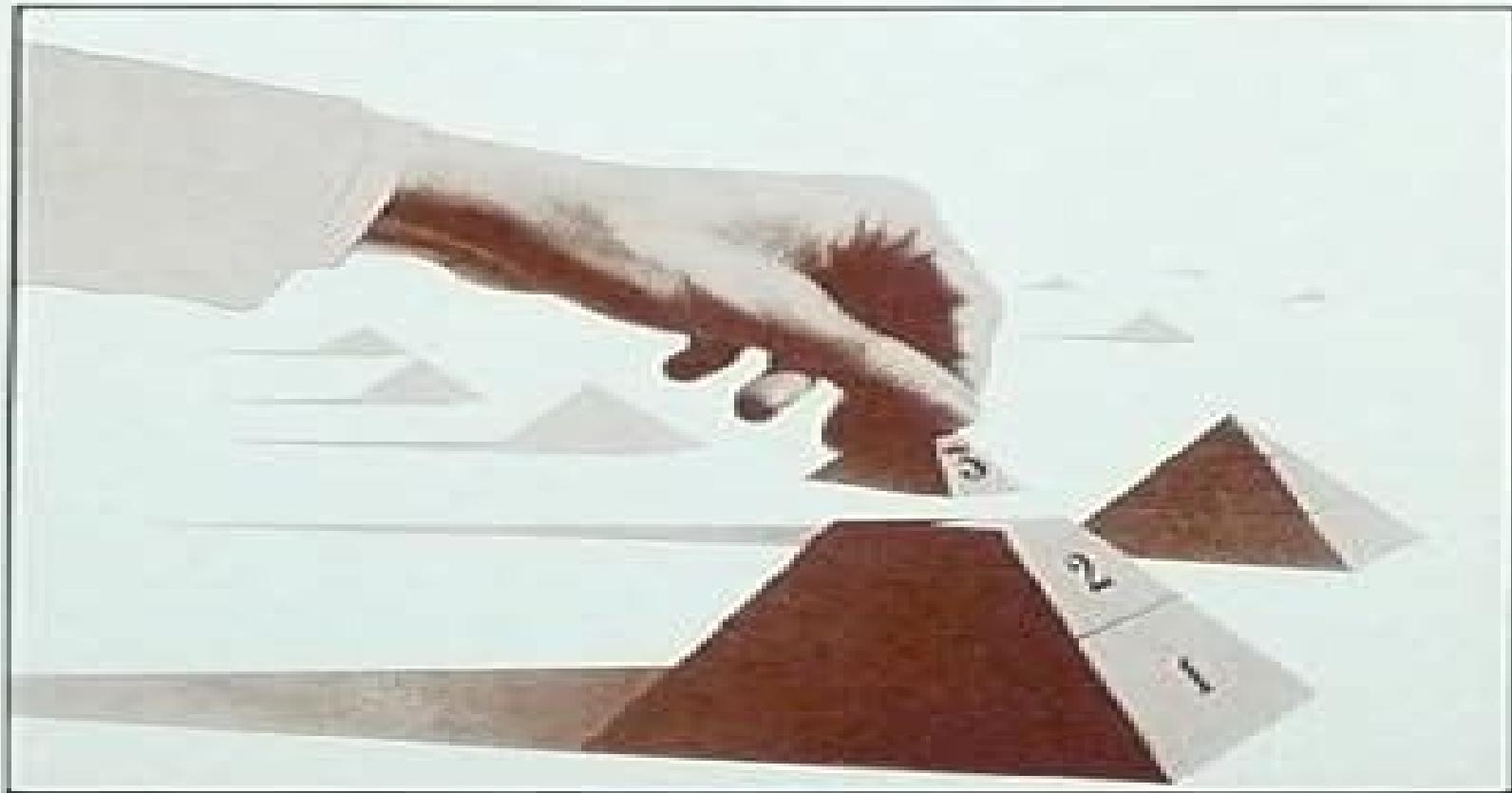


systematic approach to
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STEPHEN BAKER

Systematic Approach To Advertising Creativity

Stephen Baker

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to do so Even a single sentence from this great thinker can change a brain and change a life There are many fascinating stories and insights in this easy to read and lovely book Michael Hewitt Gleeson schoolofthinking.org Riveting read of a man who led his life in the fast lane and created a way for others to do the same Dave Trott advertising guru An amazing and perceptive biography Anne Sebba author of *That Woman* The Life of Wallis I loved this book so much I initially never heard the name Edward de Bono but after learning that he is behind what it's means to be a creative thinker and think outside the box I was fascinated After reading this book I learned a lot more about Edward de Bono and understood how he thought the way he did When I read the book there were events in his life that I couldn't believe were real but I loved all the juicy stories that made him the man he was It's a shame that there is a generation of people who don't know who he is and what he brought to the world Amazon reviewer About the authors Sarah Tucker is the best selling author of seven novels seven children's books and seven books on wellbeing and mental health for adults young adults and children She is Ambassador to various forward think organisations including Homerton Cambridge Changemakers and is leading an initiative for Thinking Classes in schools She is a Lecturer at Cambridge University Hawkwood Centre and Bath Spa University is a former presenter for TV and radio and a travel writer for many publications and national newspapers Baroness Helena Kennedy is a practitioner at the English Bar a King's Counsel Director at the International Bar Association's Institute of Human Rights She has been principal of an Oxford College head of the British Council head of the UK Human Genetics Commission and chair of various legal and arts organisations For many years she has chaired the foundation that funds the Booker Prizes for Fiction

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