



# **I Am Right You Are Wrong: From This to the New Renaissance: From Rock Logic to Water Logic**

*Edward de Bono*

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## **I Am Right You Are Wrong: From This to the New Renaissance: From Rock Logic to Water Logic**

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In this book, Dr Edward de Bono, who is well-known worldwide for his origination of lateral thinking, puts forward a direct challenge to what he calls the 'rock logic' of Western thought. Rock logic is based on rigid categories, absolutes, argument and adversarial point scoring. Edward de Bono believes that this thinking cannot solve our problems. Instead of rock logic, he proposes the water logic of perception. Drawing on our understanding of the brain as a self-organizing information system, Dr de Bono shows that perception is the key to more constructive thinking and creativity. Here, in this brilliantly argued assault on outmoded thought patterns, he calls for nothing less than a New Renaissance.

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