

HOW TO THINK

A series of six puzzle books to change the way you think!

CHARLES PHILLIPS

Sure, we can all think. But it's how we think that makes the difference. We've all been in a tight corner and needed a quick decision ... or found it impossible to solve a problem ... or wished we could clarify a confusing issue. Every situation we find ourselves in requires a different approach.

This series presents specifically designed puzzles that show us how we can train our brains to think more effectively – whatever the task we face. The books show how by using different strategies we can become clearer and sharper thinkers – and perform better every time we need to engage our brain!

SELLING POINTS

- Puzzles with a purpose
- Targets enormous puzzle and self-help markets

Each title includes 50 brain-training puzzles to change the way you think. The first six HOW TO THINK titles are:

LATERAL THINKING	QUICK THINKING
CREATIVE THINKING	TACTICAL THINKING
LOGICAL THINKING	VISUAL THINKING

SPECIFICATION

Six books: 184 x 127 mm (7¼ x 5 in)
 Each title 96 pages printed 2/2
 Approx 9,000 words
 Illustrated throughout

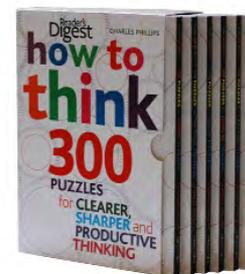
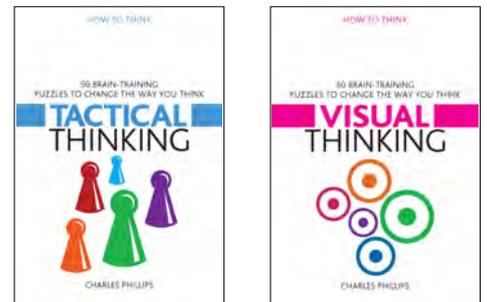
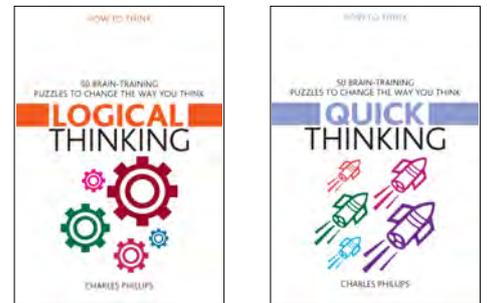
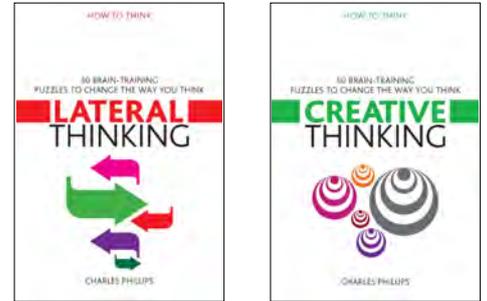
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SERIES OUTLINE

What sets us apart from other forms of life is the ability to think *of* ourselves and *for* ourselves. So, although there is no doubt that we think, the real question is: How many of us know how to think to our full potential? Answer: Not many!

But now we have the HOW TO THINK puzzle book series. If you want to boost your brain's performance, and learn how to think clearly and effectively in any given situation, read these books, and tackle these puzzles.

Thinking is one of the most complex processes imaginable, involving billions of brain cells and neural connections. Scientists may never unravel the exact workings of the human brain, but we do know that if we focus on certain kinds of thinking – using logic or thinking creatively, visually or laterally – the results can be astounding. We can improve not only our effectiveness at work but also our quality of life.

The short introduction to each title in the series will guide you through that particular area of thinking. This will help you understand what's involved, and how you can improve your performance. Then you'll need to solve a series of 50 puzzles of increasing complexity – one per page – specifically designed for you to use your thinking strategy to best effect. And, you'll need to do this against the clock, as each puzzle category has a 'time to beat' deadline set! You'll quickly learn how to recognize and change any inhibiting or negative patterns, so you can move forward constructively. Each puzzle includes a HOW TO THINK tip to help you start thinking in the right way before you tackle it. Finally, you'll be set a particular problem scenario exercise called The Challenge – now you can really test your new thinking skills. All the answers are in the back of the book.

With the expert guidance provided in the HOW TO THINK series, and a little effort from yourself, you can push your brain to perform better. Now you can apply clearer, sharper thinking to just about every possible situation, in both personal and professional areas of your life – and maybe even think yourself to a brighter and better future!

THE MARKET

The booming puzzle, self-help and business strategy markets will ensure that this original new series will tap into a broad spectrum of readers keen to develop thinking skills on both personal and professional levels.

OUTLINE OF EACH TITLE

LATERAL THINKING

Isn't it annoying when you know that the solution to a problem is right before you but you just can't see it? Thinking and working out problems needn't be hard work – in fact trying too hard can trap you in rigid thought patterns and blind you to unexpected but brilliant solutions. This enlightening guide will show you how to see and think in new ways. You'll gain fresh understanding of your powers of perception, and through simple exercises you'll develop the skills to think in new directions.

- **Learn to think laterally**
- **Free up rigid thought patterns**
- **Avoid getting stuck**

CREATIVE THINKING

Don't get stuck in a rut – free up your creativity. This guide will teach you how to think creatively by calming the critical voice in your head that can sometimes paralyze fresh thought. Scientists tell us that our brains are often more active when we are working with others. Creative thinking will help you develop strategies for thinking cooperatively – not only when you're in a team, bouncing ideas around, but also when you're alone, by seeking inspiration and a fresh outlook from the world around as well as from personal mentors and even written sources. A key part of the book provides essential guidance on lifestyle and fostering a positive outlook to complement exercises that help you get those creative juices flowing.

- **Learn to think creatively**
- **Encourage free thinking**
- **How to brainstorm**

LOGICAL THINKING

The ability to think logically will help you to see the wood for the trees and allow you to make effective, reasoned decisions, even when faced with stressful situations. Everyone can improve their logical-thinking abilities – it just takes an understanding of some basic principles and a good deal of practice. Even if you don't think of yourself as a logical thinker, you'll be amazed at the ways in which you can train your brain to think things through and come up with the right solutions. Includes some basic exercises and logic puzzles to focus your brain and help you practise what you've learnt elsewhere in the book.

- **Learn to think logically**
- **Clarify confused situations**
- **Gain confidence under pressure**

QUICK THINKING

Are you good in a crisis? Responding well to unexpected developments is a skill we can all learn. Like a friend in need, this simple-to-use guide can help you out of a tight spot. It provides tips on how to stay calm under pressure and how to manage competing demands on your time. After explaining how a typical brain works under pressure, the book demonstrates simple techniques for helping yourself to cope in a crisis. It gives practical

guidance on how to find creative but workable solutions to seemingly insoluble problems and how to plot your way back to calm waters by working out a series of small, achievable goals.

- Learn to think quickly
- Stay calm under pressure
- Get out of tight spots

TACTICAL THINKING

How do captains of industry and the greatest political minds come to the decisions they do? This book explains how to think in ways that will help keep you one step ahead. Debating skills, sound logical reasoning and thinking 'outside the box' are all covered in this useful guide to tactical thinking. To support the theory there are also practical exercises and games, including teaching yourself to think before you speak.

- Learn to think tactically
- Keep one step ahead
- Think before you speak

VISUAL THINKING

We live in an increasingly visual age. Websites, print images and TV pictures have tremendous power to energize and move people, and they travel across cultures and beyond language differences. This means that it is more important than ever to know how to think visually. We are all born with tremendous visual intelligence – think of the lavish imagery of our dreams! With expert guidance on how the brain works visually, complemented by instructive puzzles and graphic challenges, this book shows every reader how to maximize their innate visual ability. If a picture is worth a thousand words, getting to grips with visual thinking could be a great time saver – as well as a performance-booster in your job and a major benefit in other areas of your life. Translate ideas into images, and put the power of visual thinking to work every day.

- Learn to think visually
- Translate ideas into images
- Improve your communication

THE PUZZLE COMPILER

Charles Phillips is the author of more than 20 books including *Brain Box*, *Maths Master* and *Memory Booster*, and a contributor to more than 25 others, including *The Reader's Digest Compendium of Puzzles & Brain Teasers* (2001). He is a keen collector of games and puzzles.

Synopsis updated
2 November 2011

think (v.) dispose the mind in a certain way; Do you really think so? think (v.) have or formulate in the mind; think (v.) be capable of conscious thought; Man is the only creature that thinks. think (v.) bring into a given condition by mental preoccupation; She thought herself into a state of panic over the final exam. enPR: thɪŋk, IPA(key): /ˈɪ.Éŋk/. (Appalachian) IPA(key): [ˈɪ.ŋk]. Rhymes: -Éŋk. From Middle English thinken, thynken, thenken, thenchen, from Old English *þencan*, *þencan*, *þencan* (to think), from Proto-Germanic **þankjan*... (to think, suppose, perceive), from Proto-Indo-European **teng-* (to think, feel, know). Cognate with Scots think, thynk (to think), North Frisian teenk, taanke, tanke, tǽnke (to think), Saterland Frisian toanke (to think), West Frisian tinke (to think), Dutch denken Think definition: If you think that something is the case, you have the opinion that it is the case. | Meaning, pronunciation, translations and examples. Word forms: 3rd person singular present tense thinks, present participle thinking, past tense, past participle thought. 1. verb [no cont]. If you think that something is the case, you have the opinion that it is the case. I certainly think there should be a ban on tobacco advertising. [VERB that]. Do you think I ought to seal the boxes up? [VERB that].