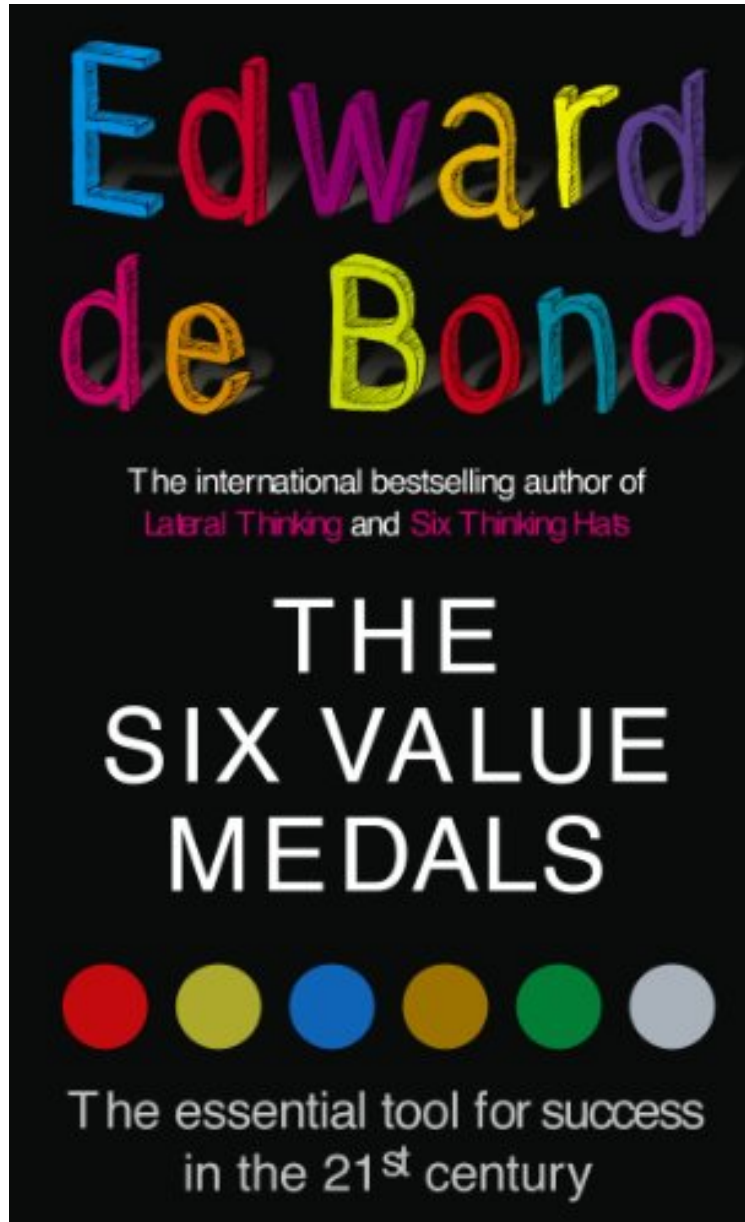


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## The Six Value Medals

*Edward de Bono*

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**Edward de Bono : The Six Value Medals** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Six Value Medals:

0 of 0 people found the following review helpful. Learning to "think" clearlyBy Charlie AukermanI have read most of Dr. Edward de Bono's books on thinking methods, including his classic on Lateral Thinking. The Six Value Medals is

similar to his works on Six Thinking Hats and Six Frames for thinking about information. I am firmly convinced that his books are valuable contributions to teaching methods to help clarify thinking about various issues we see every day. This book, like Six Frames, is fairly short, easy to read and continues de Bono's insistence that people need to be taught how to think methodically. Recommended. 1 of 1 people found the following review helpful. de Bono provides a way to value ideas developed in ...By John Paterson de Bono provides a way to value ideas developed in brainstorming sessions. It looks at 6 types of value (business, personal, quality, environmental, innovation and perception) and considers positive and negative measurements. 1 of 1 people found the following review helpful. Introduction level By Customer Decent introduction...I thought there was more application..needs to give some real-world applications in order to have a better foundation to think differently.

Traditional thinking habits of businesses need to be greatly improved. Analysis and judgement are no longer enough to make important corporate decisions; you can analyse the past but you have to design the future. Corporate decisions depend on values. Disputes and conflicts often arise because of a clash of those values; each party in the dispute wants to pursue its own values, often at the expense of the other party. It is therefore essential that companies, managers and employees have a full understanding of the values of everyone involved to design a way forward that benefits all parties. From the bestselling author of How to Have a Beautiful Mind and Six Thinking Hats, this groundbreaking business book provides a basis for value assessment, an essential tool in decision-making for 21st century corporations. De Bono demonstrates that values come into all areas of thinking, behaviour and decision-making and outlines a framework to focus employees' attention on a variety of values including human values, organisational values, cultural values and perceptual values. By introducing a scoring system to rate different values as strong, sound, weak or remote de Bono helps readers to prioritise and make executive decisions that count.