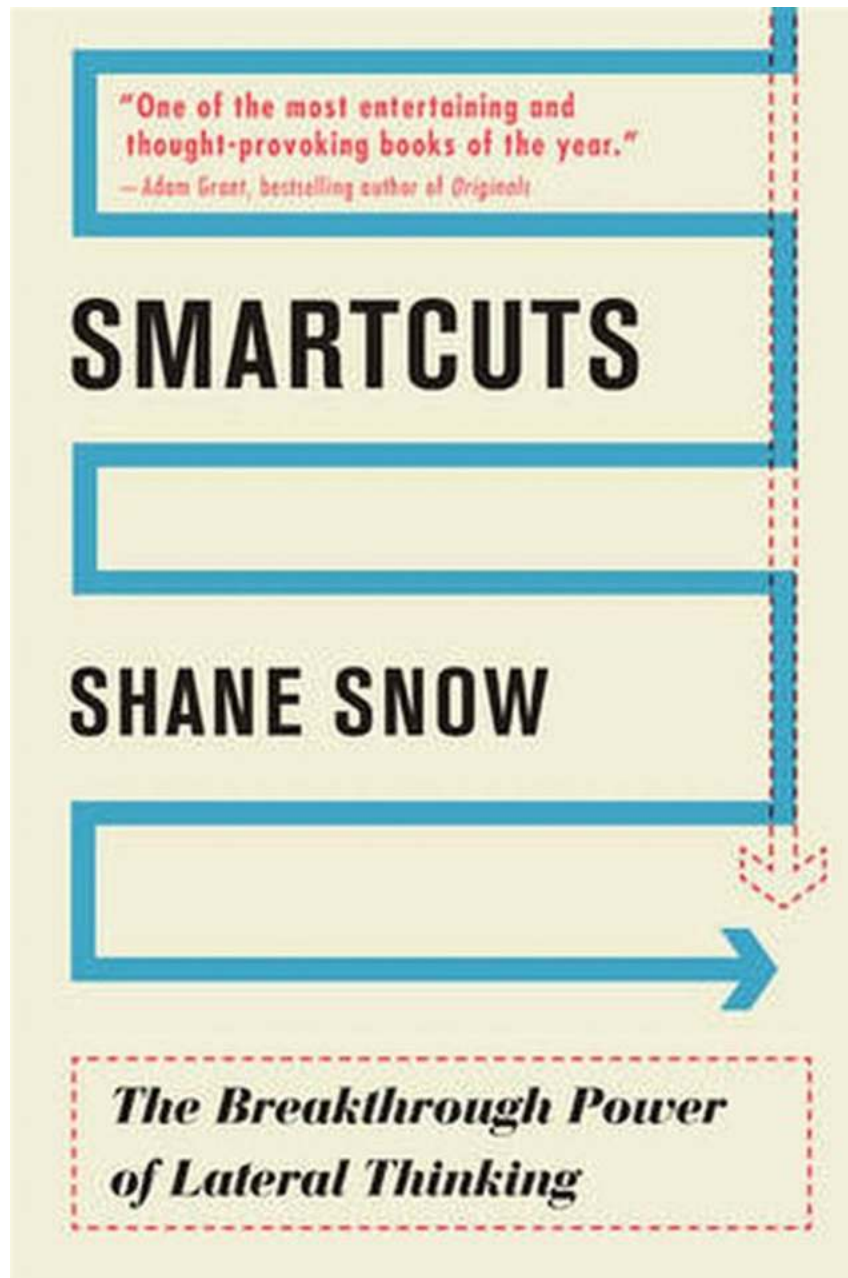
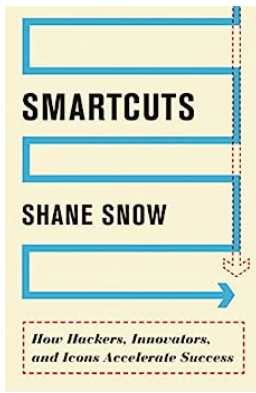


# **Discover the Mind-Blowing Power of Lateral Thinking with Smartcuts!**

Are you tired of following the same old path and not achieving the success you dream of? Do you feel like there must be a better way to reach your goals and make a significant impact in your life? Look no further! Smartcuts: The Breakthrough Power Of Lateral Thinking is the key that will unlock your true potential!



Smartcuts is a groundbreaking book written by Shane Snow that explores the concept of lateral thinking and its remarkable ability to fast-track success. In a world where conventional wisdom often prevails, Smartcuts challenges traditional ideas and gives you the tools to think differently, act smarter, and achieve extraordinary results.



## Smartcuts: The Breakthrough Power of Lateral

**Thinking** by Shane Snow (Kindle Edition)

★★★★☆ 4.3 out of 5

Language : English  
File size : 1334 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 261 pages



### What is Lateral Thinking?

Lateral thinking is a term coined by Edward de Bono, an internationally renowned author, psychologist, and creativity expert. It refers to the ability to solve problems and approach situations in unconventional ways, breaking away from linear and traditional thinking patterns. Lateral thinking encourages the exploration of alternative perspectives and the generation of innovative ideas.

Smartcuts delves deep into the power of lateral thinking and shows you how you can harness it to your advantage. By adopting a lateral thinking mindset, you can bypass the time-consuming and often frustrating path that most people follow and instead take shortcuts to success.

### Unlocking Your Full Potential with Smartcuts

Smartcuts is packed with fascinating stories, real-life examples, and actionable strategies to help you achieve your goals faster than ever before. Whether you're an aspiring entrepreneur, a career-driven professional, or simply someone

looking for a fresh approach to life, this book will revolutionize the way you think and act.

Through the power of lateral thinking, Smartcuts teaches you how to identify opportunities, challenge conventional wisdom, and make the most of your resources. It provides you with the necessary tools to accelerate your learning, build valuable connections, and achieve exponential growth.

## **The Surprising Benefits of Lateral Thinking**

Embracing lateral thinking has numerous advantages that can revolutionize your personal and professional life. Here are just a few:

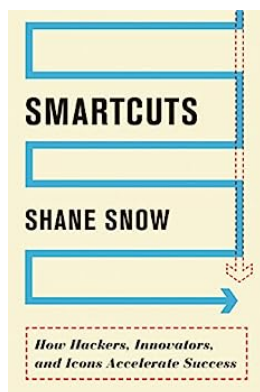
1. **Breaking Through Barriers:** Lateral thinking helps you overcome obstacles and find new pathways to success, even in seemingly impossible situations.
2. **Fueling Creativity:** Lateral thinking stimulates innovation by pushing you to explore new ideas and perspectives, enabling you to develop ground-breaking solutions.
3. **Maximizing Efficiency:** By sidestepping traditional methods and finding unconventional shortcuts, you can save time, effort, and resources while achieving outstanding results.
4. **Expanding Networks:** Lateral thinking encourages collaboration and allows you to connect with like-minded individuals, mentors, and experts who can propel you forward.
5. **Accelerating Success:** By embracing lateral thinking, you can achieve your goals faster, amplifying your impact and leaving a lasting legacy.

## **Take the Leap of Lateral Thinking**

Are you ready to break free from the limitations of linear thinking and unlock your true potential? *Smartcuts: The Breakthrough Power Of Lateral Thinking* is your guide to discovering a whole new level of success. With its captivating storytelling and practical advice, this book will empower you to think differently, act smarter, and revolutionize your life.

**Order your copy of Smartcuts today and embark on a transformative journey towards greatness!**

Remember, success is not about following the traditional path; it's about embracing lateral thinking and creating your own shortcuts to greatness. *Smartcuts* will show you how!



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Entrepreneur and journalist Shane Snow (Wired, Fast Company, The New Yorker, and cofounder of Contently) analyzes the lives of people and companies that do incredible things in implausibly short time.

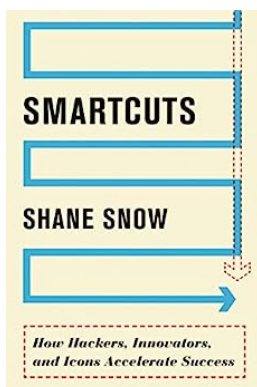
How do some startups go from zero to billions in mere months? How did Alexander the Great, YouTube tycoon Michelle Phan, and Tonight Show host

Jimmy Fallon climb to the top in less time than it takes most of us to get a promotion? What do high-growth businesses, world-class heart surgeons, and underdog marketers do in common to beat the norm?

One way or another, they do it like computer hackers. They employ what psychologists call "lateral thinking: to rethink convention and break "rules" that aren't rules.

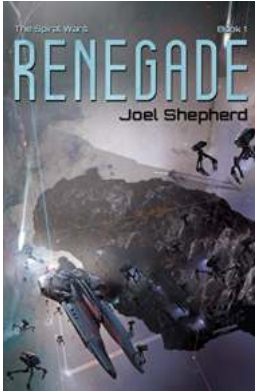
These are not shortcuts, which produce often dubious short-term gains, but ethical "smartcuts" that eliminate unnecessary effort and yield sustainable momentum. In Smartcuts, Snow shatters common wisdom about success, revealing how conventions like "paying dues" prevent progress, why kids shouldn't learn times tables, and how, paradoxically, it's easier to build a huge business than a small one.

From SpaceX to The Cuban Revolution, from Ferrari to Skrillex, Smartcuts is a narrative adventure that busts old myths about success and shows how innovators and icons do the incredible by working smarter—and how perhaps the rest of us can, too.



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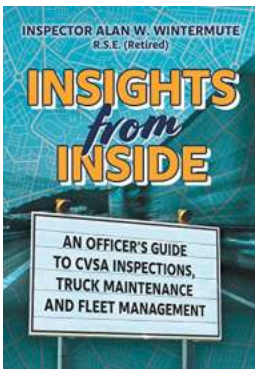
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