

# SCIENCE NEWS

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## HI-TECH MISTAKES

# Open the Door to Creative Problem Solving

"The most exciting book thus, far on the right and left brain."

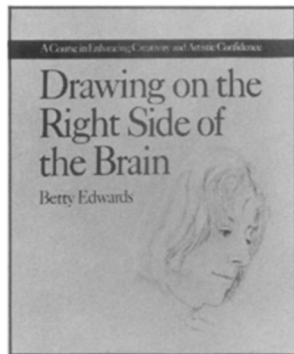
BRAIN/MIND BULLETIN

"Incredibly useful in creative problem solving."

DR. J. WILLIAM BERGQUIST, IBM SCIENTIFIC STAFF

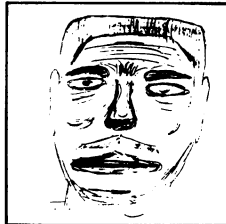
"...validates the whole premise of the differentiated functions of the two hemispheres..."

W.E. HERRMANN, MANAGEMENT EDUCATION SERVICES, GENERAL ELECTRIC CO.

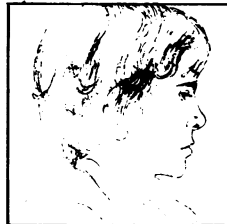


Using the latest findings in brain research, Dr. Betty Edwards has found a key that can unlock the creative potential in all of us. **DRAWING ON THE RIGHT SIDE OF THE BRAIN** is a step-by-step method successfully followed by hundreds of her students. To gain access to the right hemisphere (which controls the intuitive, artistic, visual, and creative aspects of the brain), Dr. Edwards has devised an amazing series of exercises that

develop drawing skills—even in the stick-figure doodler.



Lyman Evans  
April 1978



Lyman Evans  
May 1978

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- deepened artistic perception
- access to other areas of creative expression

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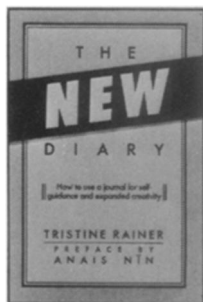
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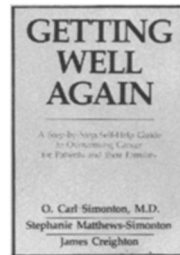
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