

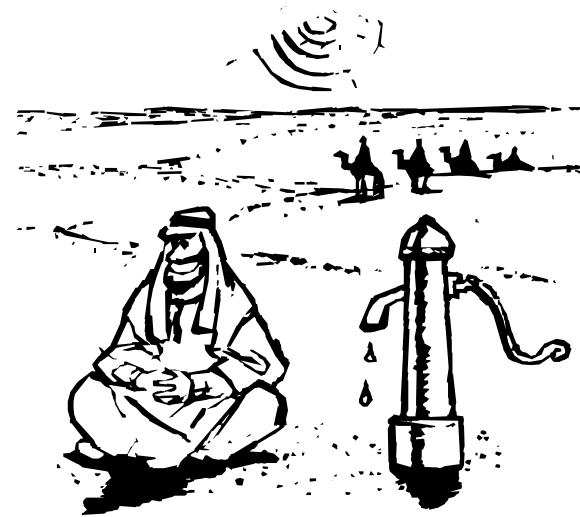
O poder das Palavras



DE BONO, Edward.
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New York: Penguin Books, 1977.

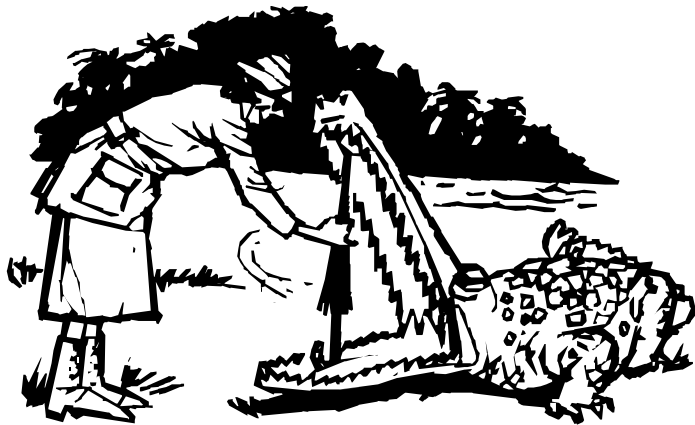
<http://www.amazon.com/gp/product/0060905689/104-8931838-6764742?v=glance&n=283155>

Asset



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Ad hoc



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Approach



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Back-up



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Belief



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Academic



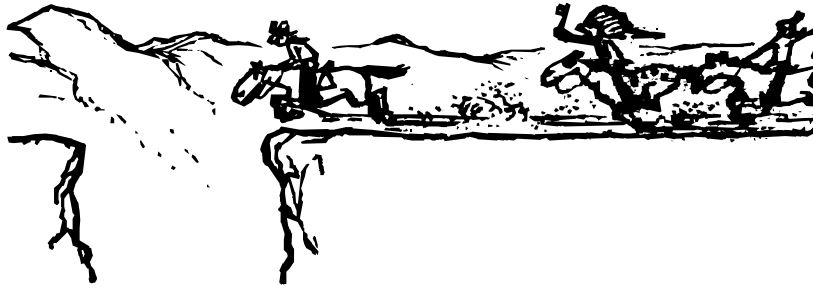
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Cosmetic



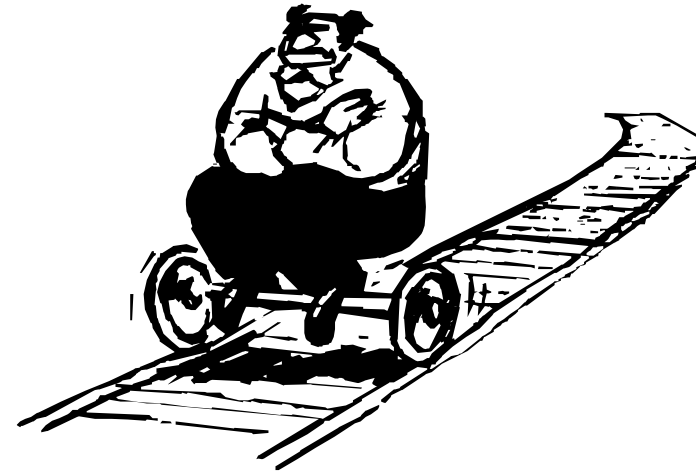
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Crisis



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Determinism



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Dignity



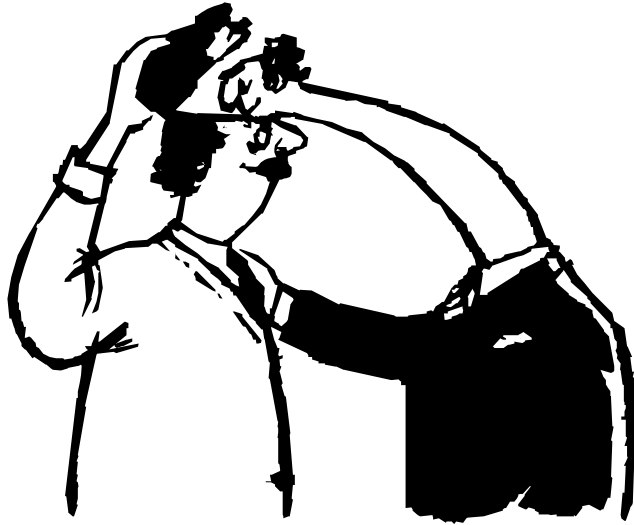
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Dilemma



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Empathy



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Empiricism



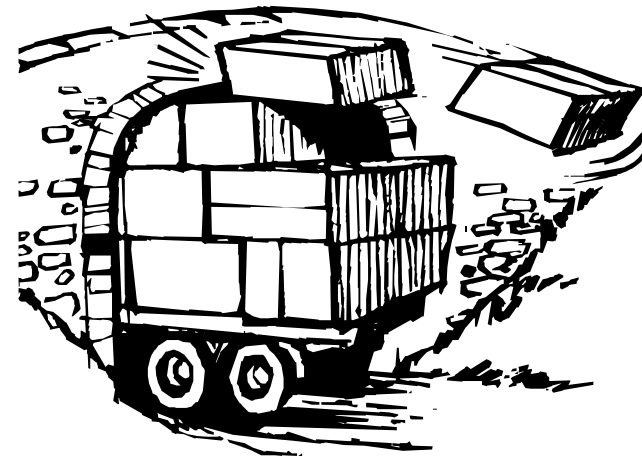
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Escalation



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Filter



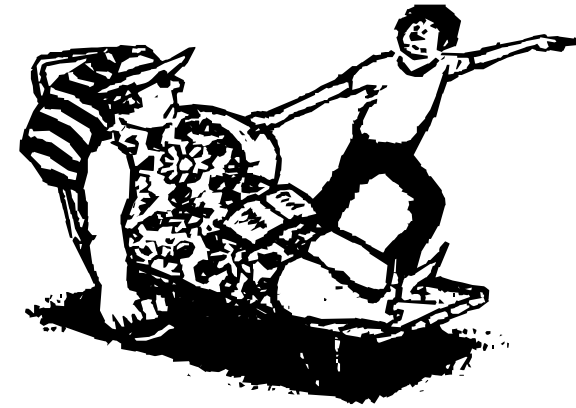
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Incentive



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Inertia



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Interact



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