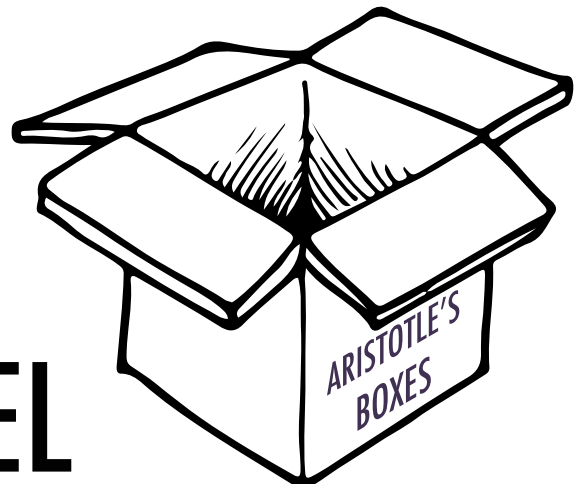
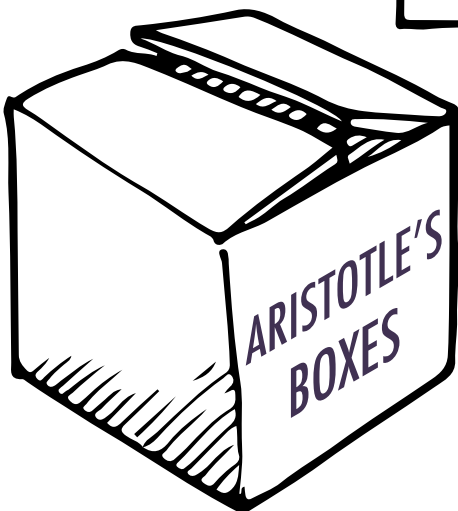


BAD PHILOSOPHY



**MICHAEL
HEWITT-GLEESON**

ON THE FIRST IPHONEBOOK, *BAD PHILOSOPHY ...*

PETER DALE, CEO OF VOLGREN, AUSTRALIA'S
LARGEST BUS MANUFACTURER.

*'I JUST HAD ANOTHER READ OF YOUR NEW BOOK,
BAD PHILOSOPHY, ON MY IPHONE. IT'S TRULY
SUCH A GREAT CONCEPT. EASY TO READ, PUNCHY
AND FRESH! CONGRATULATIONS.'*

SIR GUS NOSSAL AC FRS, CHAIRMAN OF THE
GATES FOUNDATION'S DISCOVERY EXPERT GROUP.

*'I LIKE ITS SIMPLICITY AND ITS DIRECTNESS. I LIKE
THE FACETS OF HUMOUR. I LIKE THE DESIGN WHICH
MAKES IT SO EASY TO READ.'*

ANDREW BASSAT, CEO AND CO-FOUNDER OF *SEEK*.

*'I'VE GONE THROUGH IT ON MY PHONE AS
SUGGESTED. A LOT OF INTERESTING THOUGHTS.'*

PROFESSOR DAVID PENINGTON AC, FORMER VICE-
CHANCELLOR, UNIVERSITY OF MELBOURNE.

*'A COMMENDABLY 'SHARP' AND POINTED DOCUMENT.
EASY TO READ.'*

MARIA DEVESON-CRABBE, 2014 TELSTRA
BUSINESS WOMAN - COMMUNITY AND GOVERNMENT.

*'SO EXCITING. IF WE COULD DE-OPERATIONALISE BAD
PHILOSOPHY (IN THE SAME WAY WE AVOID VIRUSES
AND ADDICTIONS) WE WOULD ABOUND WITH A LOT OF
EXTRA ENERGY FOR FUN AND WORK-LIFE BALANCE.'*

PROFESSOR GERMAN SPANGENBERG, EXECUTIVE
DIRECTOR OF *AGRIBIO* VICTORIA.

*'I LOVED IT! I COULDN'T STOP OPENING THE FILE
AND READING IT TO THE END ON MY IPAD!'*

INTRODUCTION

I INVENTED THE
IPHONEBOOK BECAUSE I
NOW SPEND SO MUCH TIME
LOOKING AT THE SCREEN
OF MY IPHONE ... AND
PROBABLY SO DO YOU.

THE MAIN DESIGN
FEATURES OF THE
IPHONEBOOK ARE
CONVENIENCE
AND ACCESS.

THESE BOOKS
ARE EASY TO READ
AND EASY TO LOAN.

**MY IPHONEBOOKS ARE
CONVENIENT BECAUSE
THEY'RE MUCH SHORTER
BOOKS WITH LESS WORDS
PER PAGE AND SO
THEY ARE A QUICK READ
ON YOUR IPHONE SCREEN.**

**THEY'RE EASY TO LOAN
AND PASS ON BY EMAIL
TO FAMILY, FRIENDS
AND COLLEAGUES.**

**THEY ALSO HAVE THE
VIRTUE OF BEING FREE!**

PART ONE

ARISTOTLE'S BOXES

PAGE ONE

**THE MOST DIFFICULT FEAT
OF HUMAN THINKING IS TO
ESCAPE FROM THE BOX
OF OUR OWN LOGIC.**

PAGE TWO

ESCAPING FROM OUR BOX
CAN BE SO DIFFICULT THAT
MOST PEOPLE SIMPLY
CANNOT DO IT MOST OF
THE TIME.

FOR SOME THINKERS IT
CAN TAKE TEN YEARS OR
MORE TO ESCAPE FROM
THEIR THINKING BOX.

OTHERS CAN TAKE A
LIFETIME.

THERE ARE THOSE WHO
NEVER DO.

BAD PHILOSOPHY!

PAGE THREE

**THE SKILL OF THOUGHT
LEADERSHIP IS TO THINK
OUTSIDE YOUR OWN BOX.**

**IT'S TO SEPARATE BOX
THINKING FROM REALITY.**

**THIS IS THE VERY
PHYSICS OF THINKING.**

**THE ESCAPE FROM THE BOX
IS GOOD PHILOSOPHY.**

PAGE FOUR

**WHO INVENTED BOX
THINKING?**

**BOX THINKING WAS
INVENTED AROUND 2500
YEARS AGO.**

**THE INVENTOR WAS
ARISTOTLE.**

**HE WAS A GREEK THINKER
WHO STUDIED UNDER
PLATO FOR TWENTY YEARS.**

PAGE FIVE

**BOX THINKING IS A
METHOD OF THINKING THAT
RELIES ON WORDS.**

**IT NEEDS THE CERTAINTY
OF WORDS TO WORK.**

IT'S LOGICAL.

IT'S BAD PHILOSOPHY.

PAGE SIX

**BOX THINKING USES
WORDS AS LABELS. IT
USES THESE LABELS TO
SORT EVERYTHING INTO
THE 'CORRECT' BOXES.**

PAGE SEVEN

**TO COPE WITH THE
CHAOTIC JUMBLE OF
EVERYDAY REALITY AND
THE HARSH INDIFFERENT
RANDOMNESS OF EVENTS
ARISTOTELIAN BOXES
ARE CREATED AND VERBAL
THOUGHTS ARE LABELLED
AND THEN PUT IN THE
MATCHING BOX.**

BAD PHILOSOPHY.

PAGE EIGHT

**FOR EXAMPLE, ARISTOTLE
TOOK THE RANDOM THING
OF GOVERNMENT AND HE
BOXED IT INTO ORDERED
CATEGORIES:**

**CONSTITUTIONAL,
TYRRANICAL,
MONARCHY,
ARISTOCRACY,
OLIGARCHY,
DEMOCRACY.**

PAGE NINE

**EVEN TODAY IN AUSTRALIA
PEOPLE ARE STILL
DISCUSSING WHICH
ARISTOTELIAN BOX TO
CHOOSE FROM:
MONARCHY OR REPUBLIC?**

BAD PHILOSOPHY!

**IT'S AS IF THEY WERE
THE ONLY OPTIONS.**

PAGE TEN

ARISTOTLE LOVED HIS
BOXES. HE WAS QUITE
ANAL ABOUT EVERYTHING.
HE CRAVED ORDER.

IN ARISTOTLE'S LYCEUM
EVERYTHING WAS COVERED
BY RULES, RULES, RULES.

THE LIVING
ARRANGEMENTS, THE
STUDY COURSES, THE
TIMETABLES WERE ALL
DOMINATED BY RULES AND
REGULATIONS.

BAD PHILOSOPHY.

PAGE ELEVEN

FOR ARISTOTLE, JUST
THINKING WAS NOT GOOD
ENOUGH.

NO, YOU HAD TO DO BOX
THINKING. YOU HAD TO
THINK LOGICALLY.

LOGIC IS NARROWLY
OBSESSED WITH HUNTING
DOWN CONTRADICTIONS.

IN LOGIC, A THING CANNOT
BE IN BOX A AND BOX
NOT-A AT THE SAME TIME.

NO, IT MUST BE SORTED
AND CLASSIFIED INTO THE
'CORRECT' BOX.

BAD PHILOSOPHY.

PAGE TWELVE

**TO MAKE MORE BOXES
ARISTOTLE GOT BUSY
BREAKING EVERYTHING UP
INTO SUBJECTS LIKE:
POLITICS, ETHICS,
RHETORIC (SPEECH-
MAKING), METAPHYSICS,
PHYSICS, BIOLOGY,
METEOROLOGY ETC.**

PAGE THIRTEEN

FINALLY, HE DEVELOPED
HIS VERY OWN THINKING
SOFTWARE CALLED LOGIC.

ARISTOTLE INVENTED A
REAL THINKING APP
CALLED THE *SYLLOGISM*.

IN EARLIER BOOKS I HAVE
CALLED IT ARISTOTLE'S
SILLY SYLLOGISM.

WHY?

BECAUSE IT LACKS WISDOM
AND COMMON-SENSE.

PAGE FOURTEEN

HIS MENTOR PLATO HAD
ALREADY INVENTED THE
IDEA OF 'TRUTH' AND SO
ARISTOTLE BECAME A
PASSIONATE AND
OBSESSIVE TRUTH FREAK.

HIS SYLLOGISM STARTS
WITH A LOCAL TRUTH.
THEN THE THINKER SIMPLY
MATCHES UP ITEMS THAT
COME ALONG AND
... CA-CHING ...
OUT COMES THE
CONCLUSION.

SIMPLE REALLY.
AND VERY SILLY.

PAGE FIFTEEN

FIRST EXAMPLE:

LOCAL TRUTH:

SWANS ARE WHITE

ITEM:

THIS IS A SWAN

LOGICAL CONCLUSION:

THEREFORE IT IS WHITE

PAGE SIXTEEN

SECOND EXAMPLE:

LOCAL TRUTH
SALESPEOPLE TELL LIES

ITEM:
AMY IS A SALESPERSON

LOGICAL CONCLUSION:
THEREFORE AMY IS LYING

PAGE SEVENTEEN

THIRD EXAMPLE:

TRUTH:

**OUR CHURCH IS THE RIGHT
CHURCH**

ITEM:

YOU ARE NOT A MEMBER

LOGICAL CONCLUSION:

THEREFORE YOU ARE WRONG

**(THIS WAS THE LOGIC OF THE FRENCH
AND SPANISH INQUISITIONS)**

PAGE EIGHTEEN

FOURTH EXAMPLE:

**LOCAL TRUTH:
THE EARTH IS FLAT**

**ITEM:
FLATNESS HAS AN EDGE**

**LOGICAL CONCLUSION:
THEREFORE YOU WILL FALL OFF
THE EDGE IF YOU GO TOO FAR
FROM THE SHORE**

PAGE NINETEEN

FIFTH EXAMPLE:

**LOCAL TRUTH:
THE PRESIDENT IS THE LAW**

**ITEM:
THE PRESIDENT DID SOMETHING**

**LOGICAL CONCLUSION:
THEREFORE IT IS LEGAL**

(THIS WAS NIXON'S LOGIC BOX.)

PAGE TWENTY

SIXTH EXAMPLE:

TRUTH:

A BOSS'S OPINION IS BEST

ITEM:

YOU ARE NOT A BOSS

LOGICAL CONCLUSION:

**SO WHEN WE WANT YOUR OPINION
WE'LL GIVE IT TO YOU**

BAD PHILOSOPHY.

PAGE TWENTY-ONE

ARISTOTLE WAS A HUMAN
FILING CABINET. HE LOVED
MAIL-SORTING. THIS GOES
HERE AND THAT GOES
THERE.

HE YEARNED FOR THE
ORDER THAT HIS
CLASSIFICATIONS BROUGHT
TO HIS IDEAS AND HIS
THOUGHTS.

HE ASSUMED THAT THE
SAME ORDER THAT HE
FOUND HE COULD IMPOSE
ON WORDS AND LANGUAGE
COULD ALSO BE IMPOSED
ON THE REAL WORLD.

MANY HAVE MADE THE
SAME MISTAKE.

PAGE TWENTY-TWO

ARISTOTLE'S COGNITIVE
OPERATING SYSTEM, *LOGIC*,
HAS DOMINATED WESTERN
EDUCATION FOR TOO LONG.

HOW COME WE STILL THINK
THIS WAY 2500 YEARS
AFTER ARISTOTLE JOINED
SOCRATES AND PLATO ON
MOUNT OLYMPUS?

HOW COME THIS ANCIENT
BRAIN SOFTWARE HAS
SURVIVED SO LONG?

WHO KEPT IT ALIVE?

WHO SPREAD IT AROUND?

WHO PROGRAMMED IT INTO
YOUR BRAIN?

PAGE TWENTY-THREE

OF COURSE, IT REALLY
DOES HAVE TO BE SAID
THAT ARISTOTLE MADE A
GREAT CONTRIBUTION TO
THINKING THAT WAS
NEEDED IN HIS TIME.

HE WAS NO VILLAIN.

MY AIM IS TO POINT OUT
HOW THE USE OF *LOGIC*
HAS BEEN SUBSEQUENTLY
AND OFTEN RUTHLESSLY
IMPOSED BY AUTHORITIES,
AND VESTED INSTITUTIONS
OVER 2500 YEARS.

PAGE TWENTY-FOUR

WELL NOW, WHEN IT CAME
TO THE SPREADING OF
ARISTOTLE'S LOGIC
THINKING SOFTWARE
NO ONE WAS MORE
SUCCESSFUL THAN THE
NEAPOLITAN NOBLEMAN,
THOMAS AQUINAS.

IN THE MID 13TH CENTURY,
THOMAS DISCOVERED A
NEW TRANSLATION OF
ARISTOTLE, FROM THE
GREEK, AND SET OUT TO
SYNTHESIZE ARISTOTELIAN
IDEAS IN SUCH A WAY THAT
IT WAS USEFUL FOR
DEFENDING 'THE TRUTH'.

**'THE TRUTH', PROCLAIMED
THOMAS, WAS THE
TEACHINGS OF THE
CHURCH. HIS CHURCH.**

**AS IT HAPPENED, THOMAS'
CHURCH WAS ALREADY AN
INFORMATION MONOPOLY.**

**ALL EUROPEAN
UNIVERSITIES HAD BEEN
ESTABLISHED AND WERE
RUN BY THE CHURCH WITH
ITS HEAD OFFICE IN ROME.**

PAGE TWENTY-SIX

THE VATICAN LITERALLY OWNED ALL OF KNOWLEDGE AND WAS BUSILY PACKAGING THE CONTENT AND EXPORTING ITS PROPRIETARY EDUCATION SYSTEM GLOBALLY.

THE POWERFUL BUT FLAWED THINKING SOFTWARE, *LOGIC*, WAS THE COGNITIVE OPERATING SYSTEM THAT WAS EMBEDDED IN THIS EDUCATION ENTERPRISE.

THIS WAS THANKS TO THOMAS AQUINAS ALSO KNOWN AS THE 'ANGELIC DOCTOR' OF THE CHURCH.

THIS GLOBAL EDUCATIONAL
ENTERPRISE AMOUNTED TO
PROGRAMMING BRAINS
WITH WHAT THE CHURCH
TAUGHT – *VERBATIM* – AND
REPEATING IT BACK AGAIN
... WITHOUT ERROR!

LOGIC, AS WE HAVE SEEN,
IS VERY GOOD AT HUNTING
DOWN CONTRADICTIONS OR
'MISTAKES'.

PAGE TWENTY-EIGHT

**SCHOLARSHIP WAS
REDUCED TO MERE
DEFENSE OF VATICAN
TEACHINGS, WHICH WERE
KNOWN COLLECTIVELY AS –
‘THE TRUTH’.**

PAGE TWENTY-NINE

**IN THOMIST ARISTOTELIAN
NEUROWARE, THE LOGIC
OPERATING SYSTEM
WORKED LIKE THIS:**

**LOCAL TRUTH:
VATICAN TEACHINGS ARE
'THE TRUTH'.**

**ITEM:
USING LOGIC TO MATCH
THINGS UP WE ASK:
DOES ITEM MATCH
TRUTH?**

**LOGICAL CONCLUSION:
IF YES, THEN IT'S RIGHT.
IF NO, THEN IT'S WRONG.**

BAD PHILOSOPHY.

PAGE THIRTY

THOMIST ARISTOTELIAN
DOCTRINE COULD SHOW UP
ANY CONTRADICTIONS.

IT COULD SHOW IF A
POINT-OF-VIEW DID NOT
EXACTLY MATCH 'THE
TRUTH' AND THEREFORE
IT WAS HERESY.

CUT OUT THEIR TONGUES!
CRANK UP THE RACK!
GET THE BRANDING IRON!
OFF TO THE STAKE!

THE LOGICAL WORK OF THE
INQUISITION STILL SENDS
SHIVERS UP MY SPINE.

PAGE THIRTY-ONE

**SINCE AQUINAS IMBEDDED
ARISTOTLIAN LOGIC INTO
THE VATICAN EDUCATION
SYSTEM, GRECO-ROMAN
LOGIC (GRL) HAS BECOME
THE MAIN THINKING
SOFTWARE OF WESTERN
CIVILIZATION, WHEREVER IT
HAS BEEN EXPORTED.**

**‘THE TRUTH’ (EMBEDDED
WITH GRL) WAS
PROSELYTISED TO ALL
CORNERS OF THE EARTH
WITH MISSIONARY ZEAL.**

**IN FACT, THE WESTERN
EDUCATION SYSTEM MAY
WELL BE EUROPE’S MOST
SUCCESSFUL EXPORT EVER.**

**AUSTRALIA IS A GOOD
EXAMPLE. ALTHOUGH
GEOGRAPHICALLY IN
SOUTH EAST ASIA,
AUSTRALIA HAS
CULTURALLY BEEN PART OF
EUROPE FOR THE PAST
200 YEARS.**

**AT THAT TIME, ALONG WITH
RABBITS, THE WESTERN
EDUCATION SYSTEM WAS
EXPORTED INTO
AUSTRALIA.**

IT WENT VIRAL!

PAGE THIRTY-THREE

**EVEN TODAY WE STILL
SEND VERY YOUNG
CHILDREN TO SCHOOL AND
INFECT THEIR BRAINS WITH
GRECO-ROMAN LOGIC.**

**WE STILL TELL CHILDREN
THAT LIFE SIMPLISTICALLY
IS TO BE SORTED INTO
RIGHT AND WRONG.**

**AND ALL THEY HAVE TO DO
IS AVOID 'MISTAKES' AND
CONTRADICTIONS AND TO
GET THE RIGHT ANSWER.**

AND ALL WILL BE OK.

PAGE THIRTY-FOUR

**BUT THINGS ARE
CHANGING IN ROME.**

**THE WISE AND GENEROUS
LATERAL THINKER, POPE
FRANCIS, SAYS:**

**"PROSELYTISM IS SOLEMN
NONSENSE, IT MAKES NO
SENSE. WE NEED TO GET
TO KNOW EACH OTHER,
LISTEN TO EACH OTHER
AND IMPROVE OUR
KNOWLEDGE OF THE WORLD
AROUND US."**

GOOD PHILOSOPHY.

PAGE THIRTY-FIVE

**THINGS ARE CHANGING
IN AUSTRALIA, TOO.**

**SINCE WORLD WAR II
AUSTRALIA HAS BECOME
LESS EUROCENTRIC AND
MORE EURO-ASIAN.**

**TODAY, AUSTRALIA IS A
MULTI-CULTURAL SOCIETY.**

**ACCORDINGLY, MEDIEVAL
'UNIQUE RIGHTNESS' HAS
BECOME A FAR LESS
USEFUL COGNITIVE ASSET
TO YOUNG AUSTRALIANS
THAN 'CURIOSITY AND
DIVERSITY'.**

**TODAY, AUSSIE KIDS ARE
LESS INTERESTED IN
DEFENDING SHARP
MEDIEVAL EUROPEAN
TRUTHS AND MORE
INTERESTED IN DESIGNING
NEW FUZZY AUSSIE
TRUTHS THAT ARE USEFUL
AND RELEVANT TO LIFE IN
THE THIRD MILLENNIUM.**

GOOD PHILOSOPHY.

PART TWO

HOW TO ESCAPE

x10
x10thinking



x10 Thinking is:

- A powerful lateral thinking tool
- A corporate service that is 100% online
- A bottom up approach that liberates innovation

PAGE THIRTY-NINE

WE CAN NOW TURN ON THE
SWITCH.

SWITCH!

FROM FLAT EARTH
TO ROUND EARTH.

JUST LIKE COLUMBUS.

THE SWITCH IS THE
UNIVERSAL BRAIN
SOFTWARE KNOWN AS
CVS2BVS.

PAGE FORTY

THE SWITCH IS THE
SIMPLEST AND FASTEST
KEY TO BETTER THINKING.

CVS2BVS IS A POWERFUL
PERCEPTION SWITCH.

IT'S ALSO POPULARLY
KNOWN WORLDWIDE,
AS
CVS TO BVS.

PAGE FORTY-ONE

CVS2BVS ALLOWS YOU,
THE BRAINUSER,
TO THINK OUTSIDE THE
BOX.

OUTSIDE YOUR BOX.

THE UNIVERSAL BRAIN
SOFTWARE ALSO ALLOWS
THE BRAINUSER TO SWITCH
FROM ONE PARALLEL
UNIVERSE TO ANOTHER.

IT EMPOWERS YOU TO
EXPLORE THE *COGNOS*,
THE MULTIVERSE OF
THINKING.

PAGE FORTY-TWO

JUST FLIP THE SWITCH!

CVS2BVS

**THE UNIVERSAL BRAIN
SOFTWARE**

**CURRENT VIEW SITUATION
TO
BETTER VIEW SITUATION**

**CURRENT VIEW SITUATION
TO
BETTER VIEW SITUATION**

**CURRENT VIEW SITUATION
TO
BETTER VIEW SITUATION**

**CURRENT VIEW SITUATION
TO
BETTER VIEW SITUATION**

**CURRENT VIEW SITUATION
TO
BETTER VIEW SITUATION**

PAGE FORTY-THREE

**CVS2BVS IS THE
SCHOOL OF THINKING'S
PREMIUM BRAIN SOFTWARE
PRESENTED TO YOU IN
THIS BOOK.**

**THE BRAIN SOFTWARE
IS REPRESENTED
BY THE CODE:**

CVS TO BVS

OR

CVS2BVS.

**CVS TO BVS IS ALSO THE
MOST POWERFUL BRAIN
SOFTWARE AND IS
NECESSARILY SO.**

**CVS TO BVS WORKS WELL
IN BOTH ANIMAL AND
MACHINE BRAINS.**

**YOU CAN TEACH CVS2BVS
TO YOUR PUPPY, YOUR
TODDLER OR YOUR LAPTOP.**

IT'S ALL UP TO YOU.

PAGE FORTY-FIVE

IN HUMANS, FOR EXAMPLE,
CVS2BVS ENABLES THE
BRAINUSER TO UPGRADE
FROM GRECO-ROMAN
LOGIC, THE CURRENT AND
TRADITIONAL THINKING
SOFTWARE.

THE CVS2BVS SWITCH
ENABLES YOU TO CHANGE
COGNITIVE PATTERNS ON
COMMAND.

PAGE FORTY-SIX

**CVS2BVS ALLOWS YOU,
WHEN INNOVATION IS
NECESSARY, TO GO
BEYOND CRITICAL,
JUDGMENTAL GRECO-
ROMAN THINKING.**

FROM CVS TO BVS.

**IT LAUNCHES YOU OUT OF
YOUR OWN LOGIC BOX.**

**CVS2BVS IS AN APP FOR
HUMAN INTELLIGENCE.**

PAGE FORTY-SEVEN

**FOR OVER 30 YEARS
CVS2BVS HAS BEEN USED
BY PRINCES, PRESIDENTS
AND PRIME-MINISTERS
AROUND THE WORLD.**

**BY OLYMPIC CHAMPIONS,
SCIENTISTS, SOLDIERS,
SALESMEN, PARENTS,
TEENAGERS AND KIDS.**

PAGE FORTY-EIGHT

JACK WELCH, CHAIRMAN
OF GENERAL ELECTRIC,
WAS THE MOST HIGH-
PROFILE CVS2BVS
BUSINESS ADVOCATE IN
THE US IN THE 80s.

JACK SAID, 'I WOULD LOVE
TO HAVE A MANAGEMENT
TEAM THAT REALLY
UNDERSTOOD THE
CVS2BVS EQUATION. IT'S
THE "VALUE ADDED" ROLE
IN THE MANAGEMENT
PROCESS'.

GOOD PHILOSOPHY.

PAGE FORTY-NINE

MORE THAN 500 YEARS
AGO ONE OF HISTORY'S
GREATEST EVER LATERAL
THINKERS, CHRISTOPHER
COLUMBUS, SET SAIL.

THE TALAVERA
COMMISSION HAD
REPORTED TO QUEEN
ISABELLA ON COLUMBUS'
IDEA – TO REACH JAPAN IN
THE EAST BY SAILING
WEST AND TO DISCOVER
OTHER LANDS EN ROUTE –
THAT THE ADVENTURE WAS
'UNCERTAIN AND
IMPOSSIBLE TO ANY
EDUCATED PERSON'.

PAGE FIFTY

THEY TOLD THE QUEEN
THAT THE PROPOSED
VOYAGE WOULD TAKE
THREE YEARS.

EVEN IF THE SHIPS COULD
RETURN, WHICH WAS
HIGHLY UNLIKELY, THE
COMMISSION REPORTED
COLUMBUS' IDEA WOULD
BE A WASTED EXPEDITION,
'FOR GOD WOULD SURELY
NOT HAVE ALLOWED ANY
UNINHABITED LAND OF
REAL VALUE TO BE
CONCEALED FROM HIS
PEOPLE FOR SO MANY
CENTURIES'.

PAGE FIFTY-ONE

**THE EXPERTS SCORNE
HIS PROJECT. BUT
COLUMBUS DID SET SAIL.**

**THIRTY-THREE DAYS LATER
HE DISCOVERED HALF THE
WORLD!**

**I HAVE ALWAYS THOUGHT
THAT COLUMBUS WAS A
VERY CLEVER BRAINUSER
BECAUSE HE MADE A VERY
BIG SWITCH.**

**BASED SOLELY ON THEIR
OWN ACCUMULATED
EXPERIENCE, THE EXPERTS
POINTED OUT THAT THE
ADMIRAL'S MISSION WAS
HARDLY A LOGICAL ONE
BECAUSE HIS
MATHEMATICS WERE
WRONG (WHICH THEY
WERE).**

**SO IF HIS MATHEMATICS
WERE WRONG, THEREFORE
COLUMBUS WAS WRONG.**

**THE COMMISSIONERS
WERE CONVINCED OF THE
SOUNDNESS OF THEIR
LOGIC.**

**YET IF ALL OUR THINKING
AND ACTIONS WERE BASED
ONLY ON THE 'UNIQUE
RIGHTNESS' OF OUR OWN
EXPERIENCE, THEN
PROGRESS WOULD BE
SLOW OR IMPOSSIBLE.**

**THERE COULD BE NO
ROOM FOR EXPERIMENTS,
INSIGHT, QUANTUM LEAPS,
OUTSIDE-THE-BOX
THINKING, AHA! OR
THE EUREKA
PHENOMENON.**

PAGE FIFTY-FOUR

**THERE COULD BE NO ROOM
FOR HUMOR. THERE COULD
BE NO ROOM FOR HUMILITY.**

BAD PHILOSOPHY.

PAGE FIFTY-FIVE

**SOMETIMES, EXPERTS USE
THEIR EXPERIENCE NOT
TO EXPLORE THE FUTURE
BUT MERELY TO
PROTECT THE PAST.**

**MANY AN EXPERT ARRIVES
AT A SITUATION AND
FORMS AN INSTANT
JUDGMENT.**

**THIS QUICK JUDGMENT IS
BASED ON HIS OR HER
UNIQUE NEURO WIRING, HIS
PERSONAL ENTITLEMENTS,
HER VALUES, HIS MOOD,
HER AGENDA, THEIR
EXPECTATIONS
AND OTHER FACTORS.**

PAGE FIFTY-SIX

**IT SEEMS THAT THE MORE
EXPERT THINKERS ARE,
THE BETTER THEY ARE
ABLE TO DEFEND THEIR
POINT-OF-VIEW, TO
ARTICULATE THEIR OWN
LOGIC BOX.**

**SO THEY GET TRAPPED IN
IT BY THEIR VERY OWN
EXPERTISE.**

**THEY CANNOT ESCAPE
THEIR CVS, THEIR
CURRENT VIEW OF THE
SITUATION.**

PAGE FIFTY-SEVEN

NOW I KNOW THIS NEVER
HAPPENS TO YOU, DEAR
BRAINUSER, (WINK!) BUT
YOU'VE PROBABLY SEEN
OTHER PEOPLE FALL INTO
THIS HOLE.

AND, IT'S A VERY
DANGEROUS HOLE
TO FALL INTO.

PAGE FIFTY-EIGHT

**TO HELP YOU AVOID THIS
HOLE, WE USE A POWERFUL
BUT SIMPLE SWITCH
CALLED CVS-TO-BVS.**

**THE SWITCH IS SIMPLY A
NEUROWARE DEVICE FOR
PROGRAMMING YOUR
SHORT-TERM MEMORY.**

**IT TAKES JUST ONE
SECOND TO USE THIS
SWITCH, TO SAY TO
YOURSELF ...**

CVS-TO-BVS.

PAGE FIFTY-NINE

**MANY THINKERS AROUND
THE WORLD ARE USING
THIS SWITCH TODAY.**

**IF YOU PRACTICE THIS
SWITCH FOR TEN DAYS IT
WILL BECOME A HABIT AND
A PERMANENT PIECE OF
NEUROWARE IN YOUR OWN
NECKTOP COMPUTER.**

**AFTER TEN DAYS, YOU'LL
HAVE IT FOREVER.**

**A MUCH BETTER APP FOR
USING INTELLIGENCE.**

PAGE SIXTY

THE CURRENT VIEW OF THE SITUATION
CAN NEVER BE EQUAL TO
THE BETTER VIEW OF THE SITUATION
 $CVS \neq BVS$

JUST THINK ABOUT THAT
FOR TEN SECONDS.

THIS IS THE
FIRST LAW OF THINKING.

THE CURRENT VIEW OF THE SITUATION
CAN NEVER BE EQUAL TO
THE BETTER VIEW OF THE SITUATION
 $CVS \neq BVS$

PAGE SIXTY-ONE

THE CURRENT VIEW OF THE SITUATION
CAN NEVER BE EQUAL TO
THE BETTER VIEW OF THE SITUATION

CVS \neq BVS

SEE IF IT MAKES ANY
SENSE TO YOU AND
WHETHER YOU CAN
EMBRACE THIS LAW OR
WHETHER YOU CANNOT.

SAY IT TO YOURSELF
OUT LOUD AND SEE HOW
YOU REACT TO IT.

PAGE SIXTY-TWO

**THE CURRENT VIEW OF THE SITUATION
CAN NEVER BE EQUAL TO
THE BETTER VIEW OF THE SITUATION**

CVS \neq BVS

**DO YOU HAVE ANY
TROUBLE WITH THIS LAW?**

**THIS IS REALLY THE MOST
IMPORTANT LAW FOR
THINKING.**

**THE MORE YOU CAN BRING
CONVICTION INTO THIS,
THE MORE IT WILL WORK
FOR YOU.**

PAGE SIXTY-THREE

THE CURRENT VIEW OF THE SITUATION
CAN NEVER BE EQUAL TO
THE BETTER VIEW OF THE SITUATION

CVS \neq BVS

TO SIMPLIFY THIS, YOU
SIMPLY SAY TO YOURSELF:

A CVS CAN NEVER BE
EQUAL TO A BVS

OR

CVS \neq BVS

**MEASUREMENT IS A VERY
IMPORTANT SKILL FOR THE
BRAINUSER TO DEVELOP.**

**LET'S LOOK AT UNITS OF
MEASUREMENT.**

**IT'S VERY HELPFUL, WHEN
TRYING TO MEASURE
THINGS, TO HAVE A UNIT
OF MEASUREMENT.**

**HAVING A BASIC UNIT OF
MEASUREMENT MEANS YOU
CAN KEEP SCORE AND
THEN COMPARE ONE SCORE
AGAINST ANOTHER.**

PAGE SIXTY-FIVE

FOR EXAMPLE, THE WHOLE
METRIC SYSTEM USES A
NUMBER OF UNITS OF
MEASUREMENT BASED
ON THE DECIMAL
(OR 10) SYSTEM.

WE HAVE METERS, LITERS,
DOLLARS AND GRAMS.

SO, IF YOU WANT TO
MEASURE HOW FAR YOU
HAVE TO TRAVEL TO WORK,
YOU CAN DO SO, AND THE
ANSWER MAY BE 10
METERS IF YOU WORK AT
HOME IN SAN FRANCISCO
OR 10 KILOMETERS
IF YOU DON'T.

**YOU CAN USE DOLLARS TO
FIGURE COSTS AND
OVERHEADS AND TO HELP
CONTROL THEM AND BRING
THEM DOWN.**

**YOU CAN ALSO USE
DOLLARS TO FIGURE
REVENUES AND SALES
RESULTS AND HELP MOVE
THEM UP.**

**THE MORE YOU CAN BRING
METRICS TO YOUR JOB
THE MORE YOU CAN
TAKE CONTROL .**

**THE MORE YOU CAN
DESIGN MEASUREMENTS
TO ASPECTS OF YOUR JOB,
THE MORE INTERESTING
YOUR JOB BECOMES TO
YOU EVERY DAY.**

PAGE SIXTY-EIGHT

**WHAT THINGS CAN YOU
MEASURE IN YOUR JOB?**

**COSTS:
ELIMINATIONS, REDUCTIONS
OR INCREASES?**

**ACCIDENTS/SAFETY:
LOWER OR HIGHER?
SALES CALLS - MORE OR
LESS?**

**DELIVERY TIMES:
LONGER OR SHORTER?**

**WASTAGE:
LESS OR MORE?**

**INDUSTRIAL DISPUTES:
FEWER OR MORE OFTEN?**

PAGE SIXTY-NINE

IN THE LAST FEW PAGES,
WE'VE ALREADY SEEN THAT
A CVS CAN NEVER BE
EQUAL TO A BVS.

SO, WHAT EXACTLY IS A
BVS?

A BVS IS A DECIMAL OF A
CVS.

A CVS IS ALSO A DECIMAL
OF A BVS.

IN OTHER WORDS, THEY
ARE RELATED BY POWERS
OF TEN.

PAGE SEVENTY

**SOMETIMES A BVS IS TEN
TIMES SMALLER THAN A
CVS.**

**OTHER TIMES IT IS TEN
TIMES GREATER.**

**FROM EXPERIENCE, IT IS
USUALLY THE LATTER, BUT
NOT ALWAYS.**

**BY DECIMALIZING (YES, IT
IS A WORD) THINKING WE
ARE INTRODUCING
MEASUREMENT INTO THE
BRAIN SOFTWARE.**

**WE GET MORE CONTROL
OF OUR ATTENTION SPAN.**

THE SWITCH NOW BECOMES
A MORE USEFUL BRAIN
APP.

REMEMBER, THE SWITCH IS
DECIMAL.

WE USE THE NUMBER TEN
TO DIGITIZE THINKING.

THE DELIBERATE OR
HABITUAL USE OF THE
NUMBER 10 IS CALLED
TENPOWER.

$$BVS = CVS \times 10$$

PAGE SEVENTY-TWO

**THE KEY TO THE USE OF
THIS POWERFUL
PERCEPTION SWITCH -
CVS2BVS - IS THE
DELIBERATE EFFORT ONE
MAKES TO NOTICE THE
BVS THAT IS TEN TIMES
BETTER THAN THE CVS.**

$$\text{CVS} \times 10 = \text{BVS}$$

**SO, FOR EXAMPLE, IF YOUR
CVS IS \$1 THEN A BVS
MIGHT BE \$10 (OR IT
COULD BE 10 CENTS, IF
YOU OWED SOMEONE \$1).**

$$\text{BVS} = \text{CVS} \times 10$$

PAGE SEVENTY-THREE

IF THE CVS IS ON ONE LEVEL, THEN THE BVS CAN BE FOUND ON A LEVEL THAT IS TEN TIMES BETTER THAN THE CVS.

TEN TIMES BETTER MAY BE TEN TIMES MORE, OR TEN TIMES LESS, OR TEN UNITS FORWARD OR TEN UNITS BACKWARDS.

IT'S THE DELIBERATE USE OF TENPOWER, AS A PROVOCATION TO GET YOU TO ESCAPE FROM YOUR CURRENT POSITION, YOUR CVS BOX.

PAGE SEVENTY-FOUR

CVS x 10 = BVS

**WITH PRACTICE, THE 'TEN
TIMES' OR X10 PART OF
THE SWITCH JUST
BECOMES EASIER AND
EASIER.**

**THIS IS WHAT X10 OR
TENPOWER IS ALL ABOUT.**

**REMEMBER,
MATHEMATICALLY, THERE
ARE ALWAYS MILLIONS OF
POSSIBLE OPTIONS
(LITERALLY!) BUT YOU
MUST DELIBERATELY LOOK
FOR THEM TO SEE THEM.**

CVS2BVS

PAGE SEVENTY-FIVE

**TENPOWER HELPS YOU TO
SWITCH PATTERNS OF
PERCEPTION.**

THAT'S ALL.

**WHILE IT IS NOT
IMPORTANT THAT THE
NUMBER TEN IS ALWAYS
ACCURATELY USED, ITS
USE IS A POWERFUL
ESCAPE MECHANISM.**

**TAKE A LEAP OUT OF YOUR
LOGIC BOX WITH
TENPOWER.**

PAGE SEVENTY-SIX

IN X10 THINKING
RIGHTNESS IS NOT AS
IMPORTANT AS MOVEMENT.

X10 THINKING, USING
TENPOWER, ENABLES YOU
TO MOVE THROUGH
INFORMATION AT A RATE OF
ACCELERATION NEVER
BEFORE POSSIBLE WITH
GRECO-ROMAN LOGIC
(GRL).

AND, IN A RAPIDLY
CHANGING WORLD,
MOVEMENT TO A BETTER
VIEWPOINT IS MUCH MORE
IMPORTANT TO THE
THINKER THAN DEFENSE OF
A CURRENT VIEWPOINT.

**THE REASON FOR
TENPOWER IS BECAUSE
THERE ARE ALWAYS RISKS
IN THINKING.**

**IT CAN BE RISKY LEAVING
THE SAFETY OF A CVS TO
GO OUT IN SEARCH OF A
BVS.**

**BUT IF THE REWARDS ARE
GREAT AND WORTHWHILE, A
TRUE QUANTUM LEAP, AN
ORDER OF MAGNITUDE,
THEN THE REWARD CAN
PROVIDE ITS OWN
MOTIVATION.**

**YOU CAN NOW CREATE THE
DRIVE TO ESCAPE INERTIA
TO MOVE TOWARDS A BVS.**

$$**BVS = CVS \times 10**$$

PAGE SEVENTY-NINE

I NOW WANT TO DEVOTE A SEPARATE SECTION TO TENPOWER, THEREBY GIVING IT THE IMPORTANCE IT RICHLY DESERVES.

I WROTE THE BOOK ON X10 THINKING IN 2000 AFTER HAVING SPENT YEARS IN THE USA DEVELOPING AND APPLYING THE X10 TECHNIQUES IN GROUPS LIKE THE YPO AND COMPANIES LIKE IBM AND GENERAL ELECTRIC.

I CALLED THE BOOK:
THE X10 MEMEPLEX:
MULTIPLY YOUR BUSINESS BY 10!
(PRENTICE HALL, 2000)
ISBN 0724801111

PAGE EIGHTY

**IF THIS NEW BOOK ON
BAD PHILOSOPHY WAS
JUST ABOUT THEORY,
TENPOWER COULD BE LEFT
OUT, BUT IT'S REALLY
ABOUT GETTING X10 INTO
ACTION IN YOUR LIFE.**

**YOU DON'T JUST WANT TO
KNOW ABOUT THE SWITCH
AND HOW IT WORKS, YOU
ALSO WANT TO BE ABLE TO
MASTER IT.**

THE SECRET TO MASTERY?

**PRACTICE, REPETITION,
REHEARSAL**

**IT WAS REVEALED TO ME
DURING MY ARMY TRAINING
LESSONS, IN THE LATE
'60s, WHEN I WAS A 20-
YEAR-OLD NATIONAL
SERVICE DRAFTEE, HOW
AMAZINGLY EFFECTIVE WAS
THE STRATEGY OF
REPETITION.**

**BECAUSE THE BOTTOM
LINE IN THE MILITARY IS SO
SEVERE (LIFE OR DEATH)
THE ARMY DRILL
INSTRUCTORS
DEMONSTRATED THE
POWER OF REPETITION BY
MAKING US PRACTICE,
REPEAT AND REHEARSE
THE VARIOUS COMBAT
SKILLS.**

**I REMEMBER THINKING IT
ODD, AT THE TIME, THAT
AN AMBUSH WAS ACTUALLY
REHEARSED IN DETAIL IN
THE FIELD BEFORE BEING
LAID THAT NIGHT.**

BUT WHY NOT?

**AMBUSHING IS A SKILL,
AND ANYTHING THAT IS A
SKILL CAN BE MEASURABLY
IMPROVED WITH REPETITION
AND PRACTICE.**

PAGE EIGHTY-FOUR

**A PATTERN IS SOMETHING
THAT IS REPEATED MORE
OFTEN THAN RANDOMNESS
OR MERE CHAOS.**

**THE ARCHITECTURE OF A
PATTERN IS REPETITION.**

**REPETITION
REPETITION
REPETITION**

**THAT'S WHY IN A
PATTERNING SYSTEM LIKE
THE HUMAN BRAIN SYSTEM,
REPETITION IS THE MOST
POWERFUL LEARNING
STRATEGY YOU CAN USE.**

PAGE EIGHTY-FIVE

**THAT'S ALSO WHY YOU'LL
NOTICE A GREAT DEAL OF
REPETITION IN THIS BOOK.
IT'S NOT BECAUSE I'VE
FORGOTTEN THAT I'VE
ALREADY DISCUSSED
SOMETHING WITH YOU.**

**IT'S TO HELP BUILD
PATTERNS IN YOUR BRAIN,
SO IT BECOMES EASIER
FOR YOU TO REMEMBER
AND USE THE NEURO-
SOFTWARE, CVS2BVS.**

**PRACTICE AND AGEING
RESEARCHERS AT THE
UNIVERSITY OF KANSAS
MEDICAL CENTER HAVE
ALSO FOUND EVIDENCE
THAT LEARNING A NEW
LANGUAGE OR STUDYING A
MUSICAL INSTRUMENT,
WHICH REQUIRES YEARS OF
PRACTICE AND REPETITION,
MAY CREATE ALTERNATE
CONNECTIONS IN THE
BRAIN THAT COULD
COMPENSATE FOR
COGNITIVE DECLINE
AS WE GET OLDER.**

**THE NEUROPLASTICITY OF
THE HUMAN BRAIN IS
FINALLY BEING MORE
WIDELY UNDERSTOOD NOT
ONLY IN THE MILITARY AND
THE PERFORMING ARTS BUT
FOR GERONTOLOGICAL
WELL-BEING AND
SUCCESSFUL PARENTING
STRATEGIES.**

PAGE NINETY

**YOU CAN CHOOSE YOUR
OWN REPETITIONS.**

**THERE ARE, OF COURSE,
MANY THINGS IN LIFE THAT
ARE NOT AT ALL
WORTH REPEATING.**

**SO, CHOOSE WELL AND
FOCUS YOUR REPETITIONS
ON THOSE THINGS THAT
ARE VALUABLE IN YOUR
LIFE AND WELL-BEING.**

WHAT IS TENPOWER?

**TENPOWER IS THE HABIT,
OR SKILL, OF USING THE
POWERS OF TEN.**

**TENPOWER IS A BOOSTER
MECHANISM FOR YOUR
BRAIN SOFTWARE.**

**JUST LIKE ENZYMES THAT
BOOST UP CHEMICAL
REACTIONS OR ROCKETS
THAT BOOST SPACE
SHUTTLES, SO CAN
TENPOWER BOOST YOUR
BRAIN SOFTWARE AND
GREATLY EMPOWER YOUR
THINKING SKILLS.**

**TENPOWER IS ALL ABOUT
USING X10 THINKING.**

**X10 THINKING IS ALSO
CALLED 'TENTIMES'
THINKING OR 10X
THINKING.**

ALFRED NORTH
WHITEHEAD, THE ENGLISH
MATHEMATICIAN, AND CO-
AUTHOR WITH BERTRAND
RUSSELL OF THE GREAT
'PRINCIPIA MATHEMATICA',
SAID THIS ABOUT ZERO:

'THE POINT ABOUT ZERO IS
THAT WE DO NOT NEED TO
USE IT IN THE OPERATIONS
OF EVERYDAY LIFE. NO ONE
GOES OUT TO BUY ZERO
FISH. IT IS IN A WAY THE
MOST CIVILIZED OF ALL
THE CARDINALS, AND ITS
USE IS ONLY FORCED ON
US BY THE NEEDS OF
CULTIVATED MODES OF
THOUGHT'.

PAGE NINETY-FIVE

A ZERO MAY NOT SEEM
LIKE MUCH.

IF YOU ADD IT TO
OR SUBTRACT IT FROM
ANOTHER NUMBER, IT
MAKES NO DIFFERENCE
AT ALL.

A ZERO BARELY EXISTS ...
UNTIL ... YOU PUT A ZERO
ON THE END OF ANOTHER
NUMBER AND, *MIRABILE
DICTU*, THAT NUMBER
INCREASES TENFOLD!

THAT IS TENPOWER!

EVEN THE EGYPTIANS HAD
A SYMBOL FOR TENPOWER
AND MAYBE THAT'S WHY
THE PYRAMIDS ARE SO BIG.

X10 THINKING IS MOVING
THROUGH THINK-SPACE,
THE INFORMATION
UNIVERSE, THE *COGNOS*,
BY POWERS OF TEN.

TENPOWER CAN BE USED IN
ANY DIRECTION -
MOVING OUT, OUT, OUT
OR MOVING IN, IN, IN.

PAGE NINETY-SEVEN

FOR EXAMPLE, WITH
TENPOWER YOU CAN
MOVE FROM:

1 TO 10 TO 100 TO
1000 TO 10000 TO
100000 TO 1000000 TO
10000000
AND SO ON

OR FROM

1 TO .1 TO .01 TO .001
TO .0001 TO .00001 TO
.000001 TO .0000001,
AND SO ON.

**THE OFFICIAL NUMBER OF
THE SCHOOL OF THINKING
IS 10!**

**THE HABIT OF TENPOWER
IS THE HABIT OF USING
THE NUMBER TEN, THE
HABIT OF ADDING A ZERO
OR THE HABIT OF
MULTIPLYING BY
TEN.**

**BY USING TENPOWER YOU
WILL EQUIP YOUR NECKTOP
COMPUTER--YOUR BRAIN--
WITH A VERY POWERFUL
BOOSTER WHICH WILL GIVE
YOU AN UNFAIR SURVIVAL
ADVANTAGE OVER OTHERS
WHO ARE UNABLE TO USE
TENPOWER WHEN
NAVIGATING THROUGH THE
INFORMATION
ENVIRONMENT.**

**WHERE TO USE
TENPOWER?**

**YOU CAN USE TENPOWER
ANYWHERE. THERE'S NO
RIGHT OR WRONG PLACE TO
USE TENPOWER.**

**SOME PEOPLE USE
TENPOWER TO GET
STARTED.**

**SOME USE TENPOWER FOR
FITNESS, PRACTICING
SKILLS AND DOING
REPETITIONS.**

YOU CAN USE TENPOWER
TO SOLVE PROBLEMS, TO
CREATE OPPORTUNITIES.

SCIENTISTS USE
TENPOWER IN COMPUTING
TO DELVE INTO THE
MYSTERIES OF GENETICS
AND HUMAN HISTORY.

WHO ELSE CAN USE
TENPOWER?

WRITERS CAN USE
TENPOWER TO ESCAPE
WRITER'S BLOCK.

I USE TENPOWER IN
TEACHING THINKING
SKILLS.

**BUSINESS PEOPLE USE
TENPOWER TO PLAN
AHEAD.**

**NGOS USE TENPOWER TO
ADVANCE SOCIAL WELFARE.**

**STUDENTS USE TENPOWER
TO DO THEIR RESEARCH.**

**PARENTS USE TENPOWER
TO HELP IN FAMILY
DISCUSSIONS.**

**WHERE CAN YOU USE
TENPOWER TODAY?**

ADDING ON A ZERO IS A
POWERFUL THING TO DO.

IT IS THE QUINTESSENTIAL
PROVOCATION.

ITS PURPOSE IS TO
PROVOKE MOVEMENT
THROUGH THE *COGNOS*,
THE UNIVERSE OF
POSSIBLE THOUGHTS.

IT ALLOWS YOU TO
ESCAPE, REALLY ESCAPE,
FROM YOUR PRESENT
POSITION.

IT'S A BIT LIKE USING A
HELICOPTER. IF YOU
WANTED TO CLIMB A
MOUNTAIN YOU MIGHT
START FROM THE BOTTOM
BUT THEN, WHEN YOU
REACH THE SUMMIT, YOU
SAY 'BOY! IF ONLY WE'D
COME THAT WAY IT WOULD
HAVE BEEN EASIER'.

THIS IS BECAUSE THE VIEW
FROM THE TOP IS
DIFFERENT FROM THE VIEW
AT THE BOTTOM.

IF YOU HAD A HELICOPTER
YOU COULD FLY TO THE
TOP FIRST, SEE THE
BETTER WAY, AND THEN GO
BACK AND USE IT.

TENPOWER HELPS YOU
MAKE QUANTUM LEAPS IN
YOUR THINKING.

IT EMPOWERS YOU TO
ESCAPE OUTSIDE THE BOX.
YOUR BOX.

IT ENABLES YOU TO USE
ORDERS OF MAGNITUDE TO
CHANGE YOUR POINT-OF-
VIEW.

THEN YOU CAN USE THAT
INFORMATION IF YOU
CHOOSE.

WHEN PUT ON THE END
OF A NUMBER,
THERE'S NO LIMIT TO
THE POWER OF A ZERO!

HOW MANY GRAINS OF
SAND ON SYDNEY'S
FAMOUS BONDI BEACH?

HOW MANY RAINDROPS
FALL IN LONDON EACH
YEAR?

WHAT IS THE NUMBER OF
WORDS SPOKEN IN
CANBERRA OR IN BEIJING
IN A YEAR, OR EVEN
SPOKEN BY EVERY
CHINESE AND
AUSTRALIAN IN HISTORY?

TO COPE WITH QUESTIONS
LIKE THESE,
MATHEMATICIANS NEED TO
DESIGN VERY, VERY LARGE
NUMBERS.

THE AMERICAN
MATHEMATICIAN, EDWARD
KRASNER, HAS USED THE
ZERO TO DESIGN HIS VERY
LARGE NUMBER CALLED:
THE GOOGOL.

A GOOGOL IS A 1 WITH
100 ZEROES ADDED ON.

HOW LARGE IS A GOOGOL?

WELL, GRAINS OF SAND ON
BONDI BEACH ARE ABOUT:

1 0 0 0 0 0 0 0 0 0 0 0
0 0 0 0 0 0 0 0 0 0

OR

1 WITH TWENTY ZEROES
PUT-ON.

MUCH, MUCH SMALLER
THAN A GOOGOL.

RAINDROPS IN LONDON
ARE ALSO MUCH SMALLER
THAN A GOOGOL AND SO
ARE THE WORDS OF CHINA.

A HUNDRED MILLION
ATOMS PLACED IN A ROW
WOULD ONLY BE THIS LONG
_____, A CENTIMETER.

SO WHAT ABOUT THE
NUMBER OF ATOMS IN ALL
OF MT FUJI OR EVEN THE
ENTIRE HIMALAYAS?

NO, EVEN THEY WOULD
NOT MAKE A GOOGOL.

EINSTEIN'S THEORIES
MAKE IT POSSIBLE FOR
ASTROPHYSICISTS TO
ESTIMATE THE NUMBER OF
ATOMS IN THE WHOLE
UNIVERSE AND EVEN THAT
IS LESS THAN A GOOGOL.

IN FACT, A GOOGOL IS
LARGER THAN THE VERY
LARGEST NUMBERS USED
IN PHYSICS AND
CHEMISTRY.

WHEN LARRY PAGE AND
SERGEY BRIN STARTED
THEIR FAMOUS SEARCH
ENGINE THEY WERE BOTH
GREAT X10 THINKERS AND
SO THEY WANTED TO NAME
IT AFTER KRASNER'S BIG
NUMBER.

BUT THEY MISSPELT IT AND
CALLED IT GOOGLE
INSTEAD!

CAN WE EVEN USE
TENPOWER ON A GOOGOL?

AND THE ANSWER IS, OF
COURSE, YES.

FOR EXAMPLE, THE
GOOGOLPLEX IS A LARGER
NUMBER STILL:

A GOOGOL WITH AN EXTRA
TEN MILLION, BILLION
ZEROES PUT-ON.

FORGIVE ME IF I WON'T
BOTHER TO SHOW YOU
WHAT A GOOGOLPLEX
LOOKS LIKE.

BECAUSE IF I WERE TO
TRY TYPING OUT A
GOOGOLPLEX BY ADDING
ZEROES TO THE ABOVE
GOOGOL AT THE RATE OF
THREE ZEROES A SECOND
- 000 -

AND I NEVER STOPPED TO
EAT OR SLEEP OR DO
ANYTHING ELSE, I WOULD
BE DEAD AND STARDUST
LONG BEFORE I GOT
ANYWHERE NEAR IT.

**WHAT ARE TEN RANDOM
WAYS I CAN USE THE
NUMBER 10 TODAY?**

- 1. I CAN GIVE TEN TIMES MORE GIFTS TO CLIENTS THIS WEEK THAN LAST WEEK.**
- 2. I CAN SEND TEN TIMES MORE POSTCARDS TO FRIENDS THIS MONTH THAN I DID LAST MONTH.**
- 3. I CAN CALL SOMEONE WHO WOULD LIKE TO HEAR FROM ME IN TEN MINUTES' TIME.**
- 4. I CAN CONSULT TEN BRAINUSERS FOR THEIR OPINION ON A MATTER OF IMPORTANCE TO ME.**
- 5. I CAN VISIT TEN WEB SITES THAT I DON'T USUALLY VISIT.**
- 6. I CAN INVITE TEN PEOPLE TO DISCUSS A MATTER OF IMPORTANCE TO ALL CONCERNED.**
- 7. I CAN PRACTICE A NEW SKILL 10 TIMES A DAY FOR THE NEXT TEN DAYS.**
- 8. I CAN GO FOR A WALK IN THE ROYAL MELBOURNE BOTANIC GARDENS AT 10.**
- 9. I CAN CUT COSTS BY 10%.**
- 10. I CAN SPEND TEN MINUTES FIGURING OUT THE FIRST LINE OF THE NEXT PAGE.**

**“LARRY PAGE LIVES BY
THE GOSPEL OF 10X.**

**MOST COMPANIES ARE
HAPPY TO IMPROVE BY
10%. NOT THE CEO OF
GOOGLE. PAGE SAYS A
10% IMPROVEMENT MEANS
YOU’RE BASICALLY DOING
THE SAME AS EVERYBODY
ELSE. BUT PAGE EXPECTS
HIS EMPLOYEES TO CREATE
PRODUCTS AND SERVICES
THAT ARE 10 TIMES BETTER
THAN THE COMPETITION.”**

**(STEVEN LEVY, *WIRED* MAGAZINE.
COVER STORY, FEBRUARY 2013).**

GOOD PHILOSOPHY.



Escape from CVS

The First Law of Thinking

The Current View of the Situation (CVS)
can never be equal to
The Better View of the Situation (BVS)

CVS \neq BVS



CVS₂BVS

The Law of x10 Thinking

The CVS multiplied by ten is equal to the BVS

CVS x 10 = BVS

x10
x10thinking



x10 Thinking is:

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BY

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