



## **Damn Good Advice : (For People With Talent!)**

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# Damn Good Advice : (For People With Talent!)

LOIS GEORGE

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Damn Good Advice (For People With Talent!) 'Damn Good Advice (For People With Talent!)' is an indispensable guide to creative success from award-winning ad man, and original Mad Man, George Lois.  
Full description

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192 pages

Présentation de l'éditeur

The indispensable guide to creative success Iconic and witty thinking direct from heroic ad man and acclaimed cultural provocateur, George Lois – the legendary Mr Big Idea and original Mad Man Punchy and explosive writing to explain, inspire and teach great thinking, creative excellence, the art of branding and salesmanship. Motivating, illuminating and above all, practical, these witty and audacious steps offer new insights into developing your talent for creative success. Essential reading for creative professionals, entrepreneurs, students or anyone who simply wants damn good advice! Biographie de l'auteur George Lois is the original Mad Man, the legendary Mr Big Idea and an acclaimed cultural provocateur who has profoundly changed the marketing and cultural world with his unique and inspirational cultural reasoning. Born in New York City in 1931, Lois studied at Pratt Institute in Brooklyn before setting off for Madison Avenue in the early 1950s, eventually joining Doyle Dane Bernbach in 1958. He went on to form four seminal New York advertising agencies and was a pioneer of the landmark Creative Revolution in American Advertising in the 1960s. Famous for his iconic Esquire covers from the 1960s and 70s, Lois has written nine books, including Phaidon's *Sellebrity* in 2003, and won a plethora of awards. He lives in New York with his wife Rosie and continues to work as a marketing and creative entrepreneur.

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