



Whatever You Think, Think the Opposite

By Paul Arden

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The inspired follow-up to the international bestseller *It's Not How Good You Are, It's How Good You Want to Be*.

Bursting with ideas, innovations, art, philosophy, science, and brilliantly bad advice from Paul Arden--a cult figure in the worlds of advertising, art, design, and marketing--*Whatever You Think, Think the Opposite* offers a new way to approach business and life.

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Editorial Review

From Publishers Weekly

Referring to his first book, *It's Not How Good You Are, It's How Good You Want to Be*, Arden describes himself as "author of world's bestselling book," ably demonstrating one nugget of wisdom to be found in his latest: "Great people have great egos; maybe that's what makes them great." Otherwise, the book suggests that Arden is less a great person (or a great author) than a great former creative director at advertising powerhouse Saatchi and Saatchi. In the restrictive, often repetitive genre of management by aphorism, Arden is an original: master of the snappy maxim and eye-catching graphic, Arden advocates unconventional thinking, skipping college, taking risks, being outrageous and failing dramatically. Missing is a page in this book emblazoned "Take my advice with a grain of salt," or "Triumph for an advertising copywriter may be disaster for an accountant." Nevertheless, Mr. Arden's books are a pleasure to peruse. His writing is spare, clever, brisk and pointed. Illustrations are clean and witty. Think you whatever, this book is a natty little addition to the business bookshelf.

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About the Author

'Brilliant, bad, charming, irascible and totally off the wall, Paul Arden is an original with extraordinary drive and energy, blessed with a creative genius allied to a kind of common sense that just isn't, well, common' Roger Kennedy, Saatchi & Saatchi Paul Arden spent 14 years as the Executive Creative Director at Saatchi & Saatchi. He was responsible for some of the UK's most successful advertising campaigns - British Airways, Silk Cut, Anchor Butter, InterCity and Fuji. In 1993 he set up the film production company Arden Sutherland-Dodd. His first book sold over half a million copies. He has a weekly column in the Independent and recently opened a photographic gallery in his hometown, Petworth.

Users Review

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Lisa Langlais:

In this period globalization it is important to someone to receive information. The information will make professionals understand the condition of the world. The health of the world makes the information much easier to share. You can find a lot of personal references to get information example: internet, magazine, book, and soon. You will observe that now, a lot of publisher in which print many kinds of book. Typically the book that recommended to you personally is *Whatever You Think, Think the Opposite* this guide consist a lot of the information with the condition of this world now. This book was represented how do the world has grown up. The dialect styles that writer value to explain it is easy to understand. The particular writer made some research when he makes this book. Honestly, that is why this book appropriate all of you.

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