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experience, some places,
next history, amusement, and
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Damn Good Advice from George Lois

GEORGE LOIS BOOK REVIEW:DAMN GOOD ADVICE*Damn Good Advice,*
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George Lois DAMN GOOD ADVICE

by George Lois

#Damngoodadvice *Damn Good*

Advice George Lois Book

Review/Summary ~~George Lois~~

~~Damn Good Advice — On~~

~~Courage in Creative — Part 1~~

~~on The BuzzBubble~~ *Damn Good*

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Advice (For People With
Talent) by George Lois |
Book Review Loy Machedo's
Book Review - Damn Good
Advice by George Lois ~~Damn
Good Advice from George Lois~~
*If you do it right, it, and
you, will live forever:*

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George Lois at TEDxThessaloniki George Lois Damn Good Advice - Getting to Know George - Part 5 on The BuzzBubble ~~Damn Good Advice from legendary George Lois on why SOMA Messenger is his most important work.~~

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OnCreativity: George Lois
interview, part 1George Lois
Damn Good Advice - Social,
Personal, and Creative
Integrity - Part 3 on The
BuzzBubble Damn Good Advice
George Lois Damn Good Advice
- Unified Visual and Verbal

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*Messaging - Part 2 on The
BuzzBubble* **George Lois Damn
Good Advice - On Caution and
Mediocrity - Part 4 on The
BuzzBubble** Book Report: Damn
Good Advice (for people with
talent!) ~~"Good ain't near
great"~~ ~~George Lois SPD~~

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~~Interview Damn Good Advice
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~~Unleash ...~~

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~~Damn Good Advice (For People With Talent!): How To Unleash ...~~

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DAMN GOOD ADVICE (for people with talent!) is an inspirational guide to creativity and success. Presenting iconic lessons from America's 'Master Communicator', George Lois, this book is a bible of

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breakthrough thinking.

~~Damn Good Advice (For People
with Talent!) by George Lois~~

...

Damn Good Advice (For People
With Talent!) is a look into
the mind of one of America's

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most legendary creative thinkers, George Lois. Offering indispensable lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible for all those looking to succeed

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in life, business and
creativity.

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Damn Good Advice (for people
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the mind of one of America's most legendary creative thinkers, George Lois. Offering indispensable lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible for

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all those looking to succeed
in life, business and
creativity.

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Phaidon Store~~

Damn Good Advice (for people
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be evergreen content. George Lois definitely knows that if he gives too many specifics, it will date the book. He gives you the scaffold but makes you fill in the other elements. Design Lessons. This book

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doesn't focus on design proper, but on what all goes into the mindset of design.

~~Review of George Lois's
"Damn Good Advice" — Some
Dude Says~~

books by george lois. press.

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contact

~~10. Damn Good Advice
George Lois~~

George Lois is the author of
Damn Good Advice (For People
with Talent!) (3.86 avg
rating, 3461 ratings, 307

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reviews, published 2012),
George Lois (4.05 a...

~~George Lois (Author of Damn
Good Advice (For People with
...)~~

So, the online book club
continues. This week I dug

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into (as the title suggests) Damn Good Advice (for people with talent!) by George Lois which you can buy here I have to say I felt funny reading this on the tube as I might as well be shouting 'Yes people, I think I have

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talent!!' haha. This is a book that has been laying around the house for years now, but one day the promise of 'how to unleash your creative potential' called out to me.

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talent ...~~

'Damn Good Advice' From One
Of The Real 'Mad Men'
Pioneering ad man George
Lois is here to help you
"unleash your creative

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potential." In his new book, Lois shares his secrets for making a catchy...

~~'Damn Good Advice' From One Of The Real 'Mad Men' : NPR~~
DAMN GOOD ADVICE (for people with talent!) is an

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inspirational guide to
creativity and success.
Presenting iconic lessons
from America's 'Master
Communicator', George Lois,
this book is a bible of
breakthrough thinking.

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~~Damn Good Advice (For People with Talent!) : George Lois~~

~~...~~

Original Mad Man George Lois introduces his indispensable guide to creative success, 'DAMN GOOD ADVICE (For People With Talent!).

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~~Damn Good Advice, George
Lois~~

"George Lois doesn't need advice. But the designer for whom legendary ad man is practically a Homeric epithet has loads to share

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in Damn Good Advice (for people with talent!), a slim, fast-paced collection."-Print Magazine "George Lois' brain is an interesting place...

~~Damn Good Advice (For People~~

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~~with Talent!) By George Lois~~

...

George Lois gives some of his best advice in his new book *Damn Good Advice* (for people with talent!)

"Creativity can solve almost any problem," according to

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legendary adman George Lois.
"The defeat of habit by
originality, overcomes
everything," is just one of
the mantras he's lived by
for 80, very successful,
years.

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~~George Lois dishes out some
Damn Good Advice | | Agenda
...~~

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Lois, George (2012). Damn Good Advice (for people with talent!). London: Phaidon. ISBN 978-0-7148-6348-1.

Lois, George (2008). George Lois on His Creation of the Big Idea. New York:

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Assouline. ISBN
978-2759402991. Hilfiger,
Tommy; George Lois (2007).
Iconic America: A Roller-
Coaster Ride through the Eye-
Popping Panorama of American
Pop Culture.

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Damn Good Advice (For People With Talent!) is a look into the mind of one of America's most legendary creative thinkers, George Lois. Offering indispensable

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lessons, practical advice, facts, anecdotes and inspiration, this book is a timeless creative bible for all those looking to succeed in life, business and creativity. These are key lessons derived from the

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incomparable life of 'Master Communicator' George Lois, the original Mad Man of Madison Avenue. Written and compiled by the man The Wall Street Journal called "prodigy, enfant terrible, founder of agencies, creator

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of legends," each step is borne from a passion to succeed and a disdain for the status quo. Organised into inspirational, bite-sized pointers, each page offers fresh insight into the sources of success, from

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identifying your heroes to
identifying yourself. The
ideas, images and
illustrations presented in
this book are fresh, witty
and in-your-face. Whether
it's communicating your
point in nanosecond,

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creating an explosive portfolio or making your presence felt, no one is better placed than George Lois to teach you the process of creativity.

Poignant, punchy and to-the-point, *Damn Good Advice* (For

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People With Talent!) is a must have for anyone on a quest for success.

The innovative advertising man recounts his career in

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terms of the advertisements using celebrities he created, and details the circumstances surrounding each ad and the response it evoked.

George Lois, of Lois Logos,
Page 46/64

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showcases his logos with his own comments on why they work.

Even if you don't realize it, Lois has probably affected your buying habits. From the man who created "I

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want my MTV", here are inside tips on creating great advertising and marketing techniques. In today's saturated media environment, Lois shows how to get your message heard, noticed, and remembered.

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Photographs throughout.

This is a book by a company that dislikes advertising as much as anyone.

Nevertheless, it makes adverts. It has worked with global brands to produce

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fashion collections and promoted a town with a mass wedding. It creates advertising with more human, truthful communications. The company's name is KesselsKramer. This book describes how to make

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something you like out of something you don't. As well as drawing on its own experiences, KesselsKramer listens and learns from those who doubt the advertising industry. Stefan Sagmeister explains how

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quitting work makes you better at working; Hans Aarsman discusses authenticity in image-making; and Alex Bogusky looks at ways to help capitalism grow up.

Advertising for People Who

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Don't Like Advertising is partly a creative handbook and partly an attempt to make the world a very slightly better place. It's intended for anyone who has ever hated a web banner or zapped an ad break.

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George Lois was the genius graphic designer responsible for the legendary series of covers of Esquire magazine that were an icon-shattering and icon-defining commentary on the '60s. This collection

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of the best of those covers includes short anecdotes by Lois, but the chief interest is in the pictures he created. His covers were generally poster-like and free of excess words, and yet these pictures say

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plenty. The list of subjects is stellar: Marilyn Monroe, Norman Mailer, Muhammad Ali, Andy Warhol, Germaine Greer, and Richard Nixon. Sometimes the picture is a tease for the story within, sometimes it subverts it (as in the

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cover of a hangdog Roy Cohn with a ridiculous halo that accompanied a self-justifying piece written by Cohn). Only one of the covers reproduced here, a nude shot of Jack Nicholson, was cut before press time.

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" It's Not How Good You Are, It's How Good You Want to Be is a handbook of how to succeed in the world: a pocket bible for the talented and timid alike to help make the unthinkable

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thinkable and the impossible possible. The world's top advertising guru, Paul Arden, offers up his wisdom on issues as diverse as problem solving, responding to a brief, communicating, playing your cards right,

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making mistakes, and
creativity - all endeavors
that can be applied to
aspects of modern life. This
uplifting and humorous
little book provides a
unique insight into the
world of advertising and is

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a quirky compilation of quotes, facts, pictures, wit and wisdom - all packed into easy-to-digest, bite-sized spreads. If you want to succeed in life or business, this book is a must. "

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Gives advice for how to achieve success, advocating risk-taking and entrepreneurial thinking by presenting examples of people who made unique decisions that paid off.

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Addresses the nature of human religious belief in a series of vignettes and questions that explore humankind's relationship to the divine, from ancient times to the present, in the

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context of a taxi ride.

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