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Whatever You Think, Think the Opposite - Paul Arden ...

The bestselling author of It's Not How Good You Are, It's How Good You Want To Be Paul Arden turns logic and common sense on its head in Whatever You Think, Think the Opposite and gives you the confidence to take bigger risks and enjoy your work more than you can imagine. Have you ever considered the extraordinary power of making bad

Whatever You Think, Think the Opposite: Paul Arden

Paul Arden has a way of making you think about things from a completely different lens. It would be a great coffee table book or a gift to a friend who works in marketing. It would be a great coffee table book or a gift to a friend who works in marketing.

It's Not How Good You Are, It's How Good You Want To Be

Paul Arden (7 April 1940–2 April 2008) was an influential author of several books on advertising and motivation including "Whatever You Think, Think The Opposite" and "It's Not How Good You Are, It's How Good You Want To Be" and a former creative director for Saatchi and Saatchi at the height of their advertising might.

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It's Not How Good You Are, It's How Good You Want to Be ...

Paul Arden spent a stormy 18 years in advertising and then found his Alma Mater in Saatchi & Saatchi in 1977, where he worked for 15 years. During his tenure as Executive Creative Director he was responsible for some of Britain's most successfully advertising campaigns - including British Airways, Silk Cut, InterCity and Fuji - and famous