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thinkers, George Lois.
Offering indispensible
lessons, practical
advice, facts,
anecdotes and
inspiration, this book is
a timeless creative
bible for all those
looking to succeed in
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Damn Good Advice For People With Talent is a look into the mind of one of Americas most legendary creative thinkers George Lois Offering indispensible lessons practical advice facts anecdotes and inspiration this book is a timeless

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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 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.

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(For People With
Talent!) George Lois,
pictured above in the
early 1960s, was a
pioneer during the
"Creative Revolution"
of American
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Each of the lessons in
Damn Good Advice (for
people with talent!) is

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either a story
showcasing how
something was
accomplished, a dry
serving of good advice,
or else a combination.
The lessons are usually
pretty commonsense,
but the presentation of
why and how they are
commonsense makes
them novel again.

**Review of George
Lois's "Damn Good
Advice" - Some Dude
Says**

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Who Talk & How
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This is Damn Good Advice. Bold & Powerful advice by someone who is definitely qualified to deliver this advice. The book encourages risk, confidence, and understanding people. It is an important read that will change the way you look at marketing and advertising.

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George Lois, this book
is a bible of
breakthrough thinking.

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— Lesson 46, Damn Good Advice (for people with talent!) While you might not need to threaten to kill yourself like Lois to show your self-confidence, how much are you willing to outhustle everybody else to claim the success that you so deeply desire? Bewilder everyone else. You know we have to get back to Tommy Hilfiger.

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**Damn Good Advice
(for people with
talent!) - ART +
marketing**

DESCRIPTION : 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
breakthrough thinking.

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**Damn Good Advice
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I wish I can call Damn Good Advice a damn good book of advice, but it's mostly tailor-made for the advertising industry, nicely illustrated with eye-catching and thought-provoking design. The introduction gives a clear indication of what

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you can expect from
this book: In 1951, I
was drafted into the
army.
Creative Potential

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