



It's Not How Good You are, it's How Good You Want to be: The World's Best-Selling Book by Paul Arden

By Paul Arden

Phaidon Press Ltd. Paperback. Book Condition: new. BRAND NEW, It's Not How Good You are, it's How Good You Want to be: The World's Best-Selling Book by Paul Arden, Paul Arden, 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 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, making mistakes, and creativity - all endeavours 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 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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