

Whatever You Think Think The Opposite

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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.

Whatever You Think, Think the Opposite by Paul Arden

Logic and common sense have a habit of leading us to the same conclusions. If you are going to make your mark on the world you have to start thinking differently. To think differently you have to think illogically. Whatever You Think Think The Opposite looks at life the wrong way in a bid to explain the benefits of making wrong decisions. Overview

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Peter's Notes on 'Whatever You Think, Think The Opposite ...

Whatever You Think, Think the Opposite is an even more daring attack on the way we look at our work and our world. Whether you sell, manage, or buy, Arden will inspire you with his counterintuitive axioms, startling anecdotes, brilliant photographs, and offbeat quotations from artists, scientists, and philosophers.

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I think this book is good and inspirational for people just beginning to read "how to think/learn faster" style books. If you want more depth and have time to invest in a longer book, I recommend something like "5 Elements of Effective Thinking" where it covers a lot of the same topics talked about in this book but in more detail.

Amazon.com: Whatever You Think, Think the Opposite ...

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.

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

"Whatever You Think, Think the Opposite" will force you to rethink everything. And it will give you the confidence to take bigger risks and enjoy your work more than you can imagine. "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 ...

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YOU think of it, so think of it DIFFERENTLY and your life will change.”. — Paul Arden, Whatever You Think, Think the Opposite.

Whatever You Think, Think the Opposite Quotes by Paul Arden

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"Whatever You Think, Think The Opposite" is a lovely but equally helpful book by the author Paul Arden. For those seeking the motivation and courage to do so...

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'Whatever you think think the opposite' is a very motivational book. It challenges the way you think and prompts you to make the most out of yourself (I think it was after reading this book that I decided I would learn to paint). Follow this link to buy your copy of this book in Amazon.

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