

Damn Good Advice For People With Talent How To Unleash Your Creative Potential By Americas Master Communicator George Lois

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Pontefract combines years of experience and research on employee engagement to create a work about the three crucial areas of purpose: individual, workplace role, and organizational. When one area is lacking, this three-legged barstool starts to wobble, and the results range from disengagement to bankruptcy. A business leader that is committed to purpose will create purpose for his/her employees. An employee that feels his/her sense of purpose on the job will be an invaluable asset to productivity and success. An organization centered on purpose will benefit every stakeholder, from employees to society in general. This "sweet spot" of purpose creates a reciprocal relationship between all three areas, and sits at the center of Pontefract's work.

Haunted by her involvement in her parents death at the age of ten, Cassandra has never been confident in the love that others felt for her not her adoptive parents, her friends and certainly not the man she loved with all her heart. So, after giving herself to her high school sweetheart on prom night, she flees from the overpowering fears and all those who supported her. And then after four years of sleeping with one strange man after another whose names she couldn't remember or never knew she decided enough was enough. It was time to return to face those she'd left behind, particularly Brenden Carter. Brenden should hate Cass for running away from their love and with his daughter, but somehow even after years of telling himself he hated her--and doing a lot of womanizing himself--Cass' smile still managed to get next to him. Will he be able to forgive her for leaving him when he needed her most?

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. These are key lessons derived from the 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 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 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, creating an explosive portfolio or making your presence felt, no one is better placed than

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George Lois to teach you the process of creativity. Poignant, punchy and to-the-point, Damn Good Advice (For People With Talent!) is a must have for anyone on a quest for success.

For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. • Includes original essays by noted cultural and advertising historians, commentators, and journalists • Provides analysis from experts in advertising and popular culture that places American advertising in historical and cultural context • Supplies a comprehensive examination of advertising history and its consequences across modern America • Presents an extensive analysis of the role of new media and the Internet • Documents why advertising is necessary, not only for companies, but in determining what being "an American" constitutes

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