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## Whatever You Think, Think the Opposite

By Paul Arden

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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.

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## **Editorial Review**

From Publishers Weekly

Referring to his first book, *It's Not How Good You Are, It's How Good You Want to Be*, Arden describes himself as "author of world's bestselling book," ably demonstrating one nugget of wisdom to be found in his latest: "Great people have great egos; maybe that's what makes them great." Otherwise, the book suggests that Arden is less a great person (or a great author) than a great former creative director at advertising powerhouse Saatchi and Saatchi. In the restrictive, often repetitive genre of management by aphorism, Arden is an original: master of the snappy maxim and eye-catching graphic, Arden advocates unconventional thinking, skipping college, taking risks, being outrageous and failing dramatically. Missing is a page in this book emblazoned "Take my advice with a grain of salt," or "Triumph for an advertising copywriter may be disaster for an accountant." Nevertheless, Mr. Arden's books are a pleasure to peruse. His writing is spare, clever, brisk and pointed. Illustrations are clean and witty. Think you whatever, this book is a natty little addition to the business bookshelf.

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### **About the Author**

'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, common' Roger Kennedy, Saatchi & Saatchi Paul Arden spent 14 years as the Executive Creative Director at Saatchi & Saatchi. He was responsible for some of the UK's most successful advertising campaigns - British Airways, Silk Cut, Anchor Butter, InterCity and Fuji. In 1993 he set up the film production company Arden Sutherland-Dodd. His first book sold over half a million copies. He has a weekly column in the Independent and recently opened a photographic gallery in his hometown, Petworth.

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