

WHAT'S THE BIG IDEA? (That Sell!) By George Lois

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"even a brilliant idea won't sell itself" george

3 things you must do when you present a big idea, from "Damn Good Advice", a new book by George Lois, one of the most influential figures in advertising.

What's the big idea?

What's The Big Idea? was founded in 1992 by Tracy Cink with a passion for conceptual design and customer service. As a full-service design and marketing agency, we

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Courtesy of George Lois / The Atlantic. the big idea creative agencies were winning their share of awards and Courtesy of George Lois. UniRoyal s

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WHAT'S THE BIG IDEA? (That Sell!) Lois, George. Published by Doubleday Business. ISBN 10: 0385414862 ISBN 13: 9780385414869. Used Hardcover. Quantity Available: 1.

George lois on his creation of the big idea by

George Lois on His Creation of the Big Idea by; George Lois; Lois traces more than 100 of his "Big Ideas" back to Advertising's most famous art director

George lois | designers & books

The legendary George Lois is the most creative, He is the author of George, Be Careful (Saturday Review Press, What s the Big Idea?

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George Lois: The Esquire George Lois. Hardcover \$9.00. Art & Copy. DVD \$22.75. What's the Big Idea?: How to George Lois. Hardcover \$1.99. George, Be Careful

George lois : design is history

George Lois is quick to recognize In 1959 Lois began working at the advertising agency that would give birth to big idea thinking and the revolution of

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Jim Burke is the author of numerous bestselling Heinemann titles, including the English Teacher's Companion, Fourth Edition and What's the Big Idea? The question he's

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(That Sell!), The Art of Advertising: George Lois on Mass Communication, George Lois: The Esquire Covers, George Lois: On Creating the Big Idea George, be

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Question: What is your concept of "The Big Idea?" George Lois: Well, you know, to oversimplify, the "big idea" is a concept that takes the unique selling the

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Feb 02, 2003 George Lois: Why Advertising is If you're doing a celebrity campaign with a big idea, Mr. Lois. That's an old-fashioned idea. You can't let people

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What's the Big Idea?: How to Win with Outrageous Ideas (That Sell!) by George Lois, Bill Pitts

George lois | biography, designs and facts

George Lois Biography - George to be sitting in the aircraft discussing the uncanny topics. He developed several other memorable campaigns The Big Idea and

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Always entertaining, George Lois always cuts to the chase of what he thinks is important in advertising and commercial art. There's go getting around that George's

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George Lois on His Creation of the Big Idea. New York: Assouline. How to Win with Outrageous Ideas (That Sell!). New York: Doubleday. p. 288.

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Apr 22, 2012 Question: What is your concept of "The Big Idea

Mad men, george lois, and advertising' s creative

legendary profanity-spewing ad man George Lois checks in with his own take on the golden age of Madison "I sell products, What's the big idea?

Eye magazine | feature | reputations: george lois

Reputations: George Lois. The intuition he brings to advertising he uses to sell controversial ideas. Harnessing the Big Idea, Lois made graphic

10 tips for success from george lois, the original

In Damn Good Advice, the legendary offers some blunt counsel on how to create big ideas. Often billed as the original Mad Man, George Lois could also be called

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Additional Physical Format: Online version: Lois, George. What's the big idea? New York : Doubleday Currency, 1991 (OCOLC)756438726: Document Type:

The original mad man george lois on the art of

By George Lois 3/19 Coty outsold all the other lipsticks at America s department stores. Agency: Lois "Think small" was the Big Idea that sold a Nazi

Big idea (marketing) - wikipedia, the free

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George Lois is advertising s most famous art director, the original Mr. Big Idea. Time magazine called Lois, David Krut Publishing

Aiga | george lois

George Lois, the 20th century's most accomplished progenitors of Big Idea advertising and recipient of a 1996 AIGA Medal, gave birth to an array of commercial

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