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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

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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

What's the big idea?

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George lois inventor of the big idea sam

George Lois was featured in this weekend's NYT. With my long career in advertising and photography, reading about the giants of the industry often brings back

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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.

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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Big Idea in marketing and advertising is a term used to symbolize the foundation for a major undertaking in these areas As advised by George Lois: Start out blank

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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

What's the big idea?: how to win with outrageous

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

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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Always entertaining, George Lois always cuts to the chase of what he thinks is important in advertising and commercial art. There's no getting around that George's

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