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advice, facts,  
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(For People With  
Talent!) George Lois,  
pictured above in the  
early 1960s, was a  
pioneer during the  
"Creative Revolution"  
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anyone in a creative  
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field. This includes  
Creative Potential  
anything from  
By Americas  
advertising to coding.  
Master  
This book probably  
Communication  
won't revolutionize  
George Lois  
your life as a designer  
overnight, but it gives  
a great direction  
forward. It won't help  
you get over the  
hurdles, but it will tell  
you how to spot them.

**Review of George**  
**Lois's "Damn Good**  
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**(For People ...**

Don't give up learning  
- creative people who  
have closed their  
minds are, in Lois's  
eyes, useless. Don't  
give up trying to solve  
a problem - no matter  
the hurdles, the  
outrageousness, the  
setbacks. And don't  
give up on yourself -  
because really, you're  
all you've got.



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Damn Good Advice  
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Potential by America's  
Master Communicator,  
George Lois  
(DOCUMENTS) Mass  
Market Paperback -  
Illustrated, 13 Mar.  
2012. by.

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— Lesson 46, Damn  
Good Advice (for  
people with talent!)  
While you might not  
need to threaten to kill  
yourself like Lois to  
show your self-  
confidence, how much  
are you willing to  
outhustle everybody  
else to claim the  
success that you so  
deeply desire?

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to Unleash Your  
Creative Potential

Bewilder everyone  
else. You know we  
have to get back to  
Tommy Hilfiger.

**Damn Good Advice  
(for people with  
talent!) - ART +  
marketing**

A good rule to  
consider: think about a  
secret signal or code to  
share with your  
partner. Yes, this will  
make you feel like  
spies which is always  
cool. But it also helps if

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one person needs to  
ask for a time-out  
during an argument or  
needs to leave a party  
where they feel  
uncomfortable.

**23 Damn Good  
Pieces of Marriage  
Advice All Couples  
Need to ...**

Damn Good Advice :  
For People with Talent  
by George Lois (2012,  
Trade Paperback)

**Damn Good Advice :**  
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**For People with  
Talent by George  
Lois ...**

DAMN GOOD ADVICE  
(for people with  
talent!) is an  
inspirational guide to  
creativity and success.  
Presenting iconic  
lessons from America's  
'Master  
Communicator',  
George Lois, this book  
is a bible of  
breakthrough thinking.

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'Damn Good Advice'  
From One Of The Real  
'Mad Men' Pioneering  
ad man George Lois is  
here to help you  
"unleash your creative  
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secrets for making a  
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