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# It's Not How Good You Are, It's How Good You Want To Be: The World's Best Selling Book

IT'S NOT HOW  
GOOD YOU ARE,  
IT'S HOW GOOD  
YOU WANT TO BE.

The world's best-selling  
book by **PAUL ARDEN.**

PHAIDON



## Synopsis

It's Not How Good You Are, It's How Good You Want to Be is a handbook of how to succeed in the world - a pocket 'bible' for the talented and timid to make the unthinkable thinkable and the impossible possible. The world's top advertising guru, Paul Arden, offers up his wisdom on issues as diverse as problem solving, responding to a brief, communicating, playing your cards right, making mistakes and creativity, all notions that can be applied to aspects of modern life. This book provides a unique insight into the world of advertising and is a quirky compilation of quotes, facts, pictures, wit and wisdom, packed into easy-to-digest, bite-sized spreads. If you want to succeed in life or business, this is a must! Paul Arden began his career in advertising at the age of 16. For 14 years he was Executive Creative Director at Saatchi and Saatchi, where he was responsible for some of Britain's best known campaigns including British Airways, Silk Cut, Anchor Butter, InterCity and Fuji. His famous slogans include 'The Car in front is a Toyota' and 'The Independent - It is - Are You?'. In 1993 he set up the London-based production company Arden Sutherland-Dodd where he is now a commercials director for clients such as BT, BMW, Ford, Nestle and Levis.

## Book Information

Paperback: 128 pages

Publisher: Phaidon Press; 1st edition (June 1, 2003)

Language: English

ISBN-10: 0714843377

ISBN-13: 978-0714843377

Product Dimensions: 4.8 x 0.6 x 7 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 202 customer reviews

Best Sellers Rank: #12,384 in Books (See Top 100 in Books) #28 in Books > Business & Money > Marketing & Sales > Advertising #60 in Books > Business & Money > Marketing & Sales > Sales & Selling #75 in Books > Self-Help > Creativity

## Customer Reviews

""Talented but timid? This noted ad&hyphen;man is here to tell you that ambition, not just mere ability, is the key to success in his world ... Arden is punchy and memorable about â™failing better next timeâ™." â "i-D"Saatchi & Saatchi creative legend&hyphen;turned&hyphen;director Paul Arden has committed his considerable wit and creative thinking to paper in a handy&hyphen;sized book on how to succeed. Not just in advertising but in business generally. Far from being one of

those excruciating self&hyphen;help guides favored by buttoned&hyphen;down businessmen, Itâ™s Not How Good You Are, Itâ™s How Good You Want To Be is a startlingly refreshing, unputdownable collection of thought&hyphen;provoking pearls of wisdom." â“ Shots"Chapters such as Itâ™s Right to be Wrong, Have you Noticed How the Cleverest People at School Are Not Those Who Make It In Life? and Do Not Seek Praise, Seek Criticism are accompanied by an entertaining collection of photos and illustrations. Get it and youâ™ll never think the same way again." â“ Shots"The former creative director of Saatchi & Saatchi teaches readers how to smash down lifeâ™s impossible barriers using a fresh combination of wit, smart thinking, and horrific mistakes. Outrageously genius." â“ The Good Book Guide". . .A wonderful book by one of the most brilliant men I have ever met. . . I met him when he worked as creative director at Saatchi and Saatchi and he was simply inspirational â“ as is this practical, unpretentious little book." â“ Amanda Platell"...Deliciously rich paperback..." â“ Chicago Sun&hyphen;Times "British adman Paul Ardenâ™s semi&hyphen;parodic study in self&hyphen;help is as funny as it is provocative..." â“ Radar "Who is this guy Arden anyway? Please forgive my enthusiasm this month for quoting Paul Arden extensively, but his wisdom has recently inspired me. Arden was the creative director of Saatchi & Saatchi from 1977â“1992, and his tiny new book out in May, Itâ™s Not How Good You Are, Itâ™s How Good You Want to Be (Phaidon , \$7.95), packs a big punch. This magnificent little manifesto is for true creative types to read, savor and carry in their pocket. It should remind us all that nothing is impossible." â“ PAPER magazine"

"Paul Arden (1940&hyphen;2008) spent a stormy 18 years in advertising and then found his Alma Mater in Saatchi & Saatchi in 1977, where he worked for 15 years. During his tenure as Executive Creative Director he was responsible for some of Britainâ™s most successful advertising campaigns â“ including British Airways, Silk Cut, Intercity and Fuji â“ and famous slogans, such as "The Car in front is a Toyota" and "The Independent â“ It is. Are you?". In 1993 Arden set up the film production company Arden Sutherland&hyphen;Dodd and began a successful second career as a writer with a weekly column in The Independent and several publications including Whatever You Think, Think The Opposite (2006) and God Explained In A Taxi Ride (2007)."

I'm not a generous person otherwise this book gets a 4 star rating. It's simple and an easy read. Has a few chunks of wisdom that you could put in cliffnotes. Seriously could have just stuck the good points on a postage stamp, but still relatively inspiring.

We are all in marketing and business of promotion...This author is a genius !!>>>most people can not figure him out...A simple read..yet How do you apply the knowledge and wisdom in today's world... Answer>>> By realizing nothing has changed we still have call clients, buyers and sellers...The old fashioned basics of creative thinking still apply and always will...Its like....can you see the pony in the haystack ?....Can you understand..what his message is ?....I have read book over 11 times...and always ..get inspired..To look at things business a new way..best to you..gerald cunningham'..

Short. But some decent little motivators in there. If you can find it at half price or something get it there. Or go to your local book store and read it real quick.

What's at the core of Arden's book is a tellings means on how you can adjust your thinking to improve your life. You'll have to get additional books and take additional courses and study the world more, but the mental paradigm shift that Arden discusses and pounds into you -- if you can make it work for you -- is invaluable.

Almost too quick of a read. 100+ pages took about 20 minutes to read because of the amount of graphics and one-line pages. Good message altogether, just not as in-depth as I'd like.

Good book. You should read it.

Received in good order

I absolutely love Paul Arden's writing for it's humor, wit and deep meaningful thoughts all in one! No matter what your goal is, from career to self-improvement, this book offers great insights for improvement and change in a way that's fun to read and engaging. All of Arden's short texts are full of fun illustrations and are good-natured quick reads. This was no exception!

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