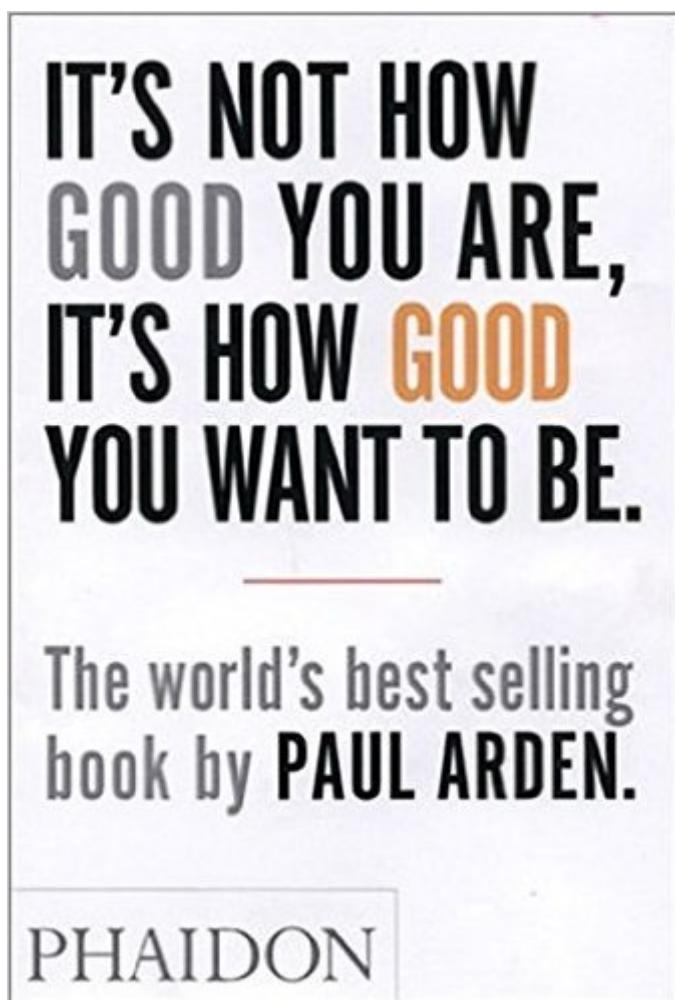


The book was found

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



## 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 0.5 x 7 inches

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

Average Customer Review: 4.2 out of 5 starsÂ  See all reviewsÂ  (182 customer reviews)

Best Sellers Rank: #6,766 in Books (See Top 100 in Books) #10 inÂ  Books > Business & Money > Marketing & Sales > Advertising #24 inÂ  Books > Business & Money > Accounting #35 inÂ  Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

The title of this book had me very excited to read its content. I thought for sure I'd find some insightful commentary about building and exuding confidence in yourself and your work. Perhaps there would be some helpful tips on re-shaping your thinking and setting goals and ways to achieve aspirations you weren't entirely sure you could reach. Maybe there'd even be some creative tidbits to appeal to my designer self. I'm sad to say I found very few if any of these things in the book. I've

read some reviews of people complaining that the cover is mis-leading to those not within the advertising industry and I can certainly understand their point. Many of Arden's thoughts are framed from the perspective of an ad exec or creative director. This didn't deter me personally as I have a background in advertising though I've since moved into consulting and user experience design. What did bother me, however, was the old-school mentality of his advice. The advice perpetuates what many now consider to be harmful practices to the industry such as spec work and exaggerating in ways that seem smarmy-leading to consumers' mistrust in the ad industry. I even found some suggestions in this book to be downright offensive. For example, he suggests creating business cards for yourself which twist your title or company in very mis-leading ways. He suggests a "Pump Attendant" create cards for himself that tout "Petroleum Executive" and that a first-year student of architecture print cards which lead the recipient to believe they OWN an architectural firm. I suppose I can see his point if it's that we should not feel hindered by our current title but be willing to explain, with confidence, our true value or future value.

[Download to continue reading...](#)

It's Not How Good You Are, It's How Good You Want to Be: The world's best selling book Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) You Wouldn't Want to Be a Shakespearean Actor!: Some Roles You Might Not Want to Play You Wouldnt Want to Be a Shakespearean Actor!: Some Roles You Might Not Want to Play FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible - Best Selling Secrets Revealed: The FBA Selling ... , fulfillment by , fba Book 1) FBA: Complete Guide: Make Money Online With FBA: The Fulfillment by Bible: Best Selling Secrets Revealed: The FBA Selling Guide So, You Want to Be a Comic Book Artist?: The Ultimate Guide on How to Break Into Comics! (Be What You Want) You Can Negotiate Anything: The World's Best Negotiator Tells You How To Get What You Want So, You Want to Be a Coder?: The Ultimate Guide to a Career in Programming, Video Game Creation, Robotics, and More! (Be What You Want) So, You Want to Work with the Ancient and Recent Dead?: Unearthing Careers from Paleontology to Forensic Science (Be What You Want) The MBA Reality Check: Make the School You Want, Want You Business Negotiation: 20 Steps To Negotiate With Results, Making Deals, Negotiation Strategies, Get What You Want, When You Want It, Achieve Brilliant Results, Negotiation Genius, Leadership Persuasion: The Art of Persuasion, Influence, and Power To Get Whatever You Want, Whenever You Want The Life-Changing Magic of Not Giving a F\*ck: How to Stop Spending Time You Don't Have with People You Don't Like Doing Things You Don't Want to Do The Advanced Selling Skills Series (Advanced

Action Selling Book Series, Four-Book) eBay: Find All You Need To Sell on eBay and Build a Profitable Business From Scratch, Step-By-Step (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Selling on eBay) Jewelry Making & Etsy Business Box Set: Jewelry Making Instructions and Useful Tips to Guide You Through How to Start Your Etsy Business (Jewelry Making ... Selling Etsy, Esty Selling Success) Selling to the C-Suite: What Every Executive Wants You to Know About Successfully Selling to the Top Unlabel: Selling You Without Selling Out "Do Not Worry, Do Not Be Anxious, Do Not Be Afraid": A Self-Help Manual for People Who Worry a Lot and Suffer Anxiety and Fear

[Dmca](#)