

Creative Mischief 1 Dave Trott

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Teach me something. And entertain me. If, like Dave Trott, you think this is what a good book should do, this one will delight you. Witty, sharp, punchy and funny, Creative Mischief is a creative manual, a collection of aphorisms, and a review of business best practice.

Creative Mischief by Dave Trott - Marketing Society

29 Sep Check out these tweet-worthy phrases from "Creative Mischief". 21 Aug There's a narrow line between humour and cruelty. As creatives, a lot of what we do rides on that edge. To be noticed, we need to do something. 1 Dec Creative Mischief by Dave Trott, , available at Book Depository with free delivery worldwide.

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Very few advertising books qualify as 'page turners', but Creative Mischief races you to the last sentence. It packs anecdotes so good you'll be itching to rehash them as your own. Trott has razor sharp wit, the kind you'd expect from one of Britain's greatest copywriters. Entertaining from front to back, I'd give this all my stars.

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Creative Mischief collects together all the highlights from Dave Trott's online blog about advertising. Part autobiography, part short story, part how-to advice, each of the entries will refresh your thinking about any creative process, whether it belongs to advertising, writing a book, or managing a team of employees.

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Dave Trott's Blog. Search. 1+1=3. Dave Trott's new book is available from: Amazon. ... CREATIVE MISCHIEF. Posted on August 21, ... It could explain why men outnumber women in creative departments. It's puts laughter above niceness. In the creative department, you can get away with anything, as long as it's funny. ...

CREATIVE MISCHIEF | Dave Trott's Blog

The legendary creative Dave Trott; the man responsible for some of the most memorable ads of the last 30 years. His work has influenced popular UK culture several times over. Winner of the 2004 D&AD President's Award, Dave graduated from the Pratt Institute in New York, majoring in Advertising before going to work on Madison Avenue.

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