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Paul Arden

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WHATEVER YOU THINK THINK THE OPPOSITE

PAUL ARDEN, author of the
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Whatever You Think Think The Opposite

Paul Arden : Whatever You Think Think The Opposite before purchasing it in order to gage whether or not it would be worth my time, and all praised [Whatever You Think Think The Opposite](#):

54 of 56 people found the following review helpful. It is never too late to be creative and live your dreamsBy TVDIVAPushing sixty and laid off from my last job of a decade made me put things into perspective. I started out at my last company (over a decade ago) able to be creative and resolve tense situations and technical snafus with total carte blanche. But due to several company merges, the last five years found my creativity shut down in lieu of taking direction (with no input allowed) for day to day operations. I turned my brain off and just waited as the layoffs got

closer and closer to me. Now that I am free again, I found this book a great help in kick starting my brain. After reading it I decided I would take a "Roman Holiday" - just spend the summer doing what I want to do before I choose a "job" or "career" to go back to. I am taking all sorts of classes - music, writing, painting, investing (so I do not waste any money and do not stress out about having the summer off), meditation, tai chi. I read through this book once. Now

I am taking a page a day, and journaling my own thoughts to what I have read. What I am finding out is that I am birthing a different person from a month ago, a year ago, a decade ago. And that new person will have something fun and wonderful to offer in the new work I choose that brings me joy. I highly recommend this book if you feel your creativity has abandoned you. Your mojo has not left you - it is just waiting for you to awaken it from a long nap and for you to start playing together again. 0 of 0 people found the following review helpful. like a senior design student's final project if said student ...By CustomerKinda eh, like a senior design student's final project if said student read some Nietzsche and though that haphazardly flipping common sense on its head is inherently valuable. There wasn't one single redeeming insight or piece of advice that stuck or made it worth my time, something you should not assume applies to you. The redeeming quality, worth two of the stars I'm giving, was that the book wasted very little of my time, I read it in one sitting, less than an hour. I've read much longer books with no payoff and no recourse. 0 of 0 people found the following review helpful. Love Paul Arden's wit, this book is no exception! By LYNZI love Paul Arden and this book was my first "Arden experience". Witty, full of good humor and some serious "food for thought". It doesn't matter what your position in life or what your goals are, this book will help you look at things from different angles, and challenge your own ideas about the way it is. A fun and short, casual read good for a quick travel or time-killer.

The bestselling author of *It's Not How Good You Are, It's How Good You Want To Be* Paul Arden turns logic and common sense on its head in *Whatever You Think, Think the Opposite* and gives you the confidence to take bigger risks and enjoy your work more than you can imagine. Have you ever considered the extraordinary power of making bad decisions, being unreasonable, and taking dangerous, unadvisable risks? Has it ever occurred to you that nothing is more dangerous than playing it safe, or that the straight and narrow path may lead you right off a cliff? Paul Arden has become a global business guru on the strength of such radical insights. His first book, *It's Not How Good You Are, It's How Good You Want to Be*, became a word of mouth classic, selling more than half a million copies. Instead of the usual boring advice, he offered daring quips, aphorisms, and paradoxes - all seeking to revise what we habitually hold as our 'common sense'. *Whatever You Think, Think the Opposite* is an even more daring attack on the way we look at our work and our world. Whether you sell, manage, or buy, Arden will inspire you with his counterintuitive axioms, startling anecdotes, brilliant photographs, and offbeat quotations from artists, scientists, and philosophers. *Whatever You Think, Think the Opposite* will force you to rethink everything. And it will give you the confidence to take bigger risks and enjoy your work more than you can imagine. 'Brilliant, bad, charming, irascible and totally off the wall, Paul Arden is an original with extraordinary drive and energy, blessed with a creative genius allied to a kind of common sense that just isn't, well, common' Roger Kennedy, Saatchi Saatchi Paul Arden spent 14 years as the Executive Creative Director at Saatchi Saatchi. He was responsible for some of the UK's most successful advertising campaigns - British Airways, Silk Cut, Anchor Butter, InterCity and Fuji. In 1993 he set up the film production company Arden Sutherland-Dodd. His first book sold over half a million copies. He has a weekly column in the Independent and recently opened a photographic gallery in his hometown, Petworth.

From Publishers Weekly Referring to his first book, *It's Not How Good You Are, It's How Good You Want to Be*, Arden describes himself as "author of world's bestselling book," ably demonstrating one nugget of wisdom to be found in his latest: "Great people have great egos; maybe that's what makes them great." Otherwise, the book suggests that Arden is less a great person (or a great author) than a great former creative director at advertising powerhouse Saatchi and Saatchi. In the restrictive, often repetitive genre of management by aphorism, Arden is an original: master of the snappy maxim and eye-catching graphic, Arden advocates unconventional thinking, skipping college, taking risks, being outrageous and failing dramatically. Missing is a page in this book emblazoned "Take my advice with a grain of salt," or "Triumph for an advertising copywriter may be disaster for an accountant." Nevertheless, Mr. Arden's books are a pleasure to peruse. His writing is spare, clever, brisk and pointed. Illustrations are clean and witty. Think you whatever, this book is a natty little addition to the business bookshelf. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author 'Brilliant, bad, charming, irascible and totally off the wall, Paul Arden is an original with extraordinary drive and energy, blessed with a creative genius allied to a kind of common sense that just isn't, well, common' Roger Kennedy, Saatchi Saatchi Paul Arden spent 14 years as the Executive Creative Director at Saatchi Saatchi. He was responsible for some of the UK's most successful advertising campaigns - British Airways, Silk Cut, Anchor Butter, InterCity and Fuji. In 1993 he set up the film production company Arden Sutherland-Dodd. His first book sold over half a million copies. He has a weekly column in the Independent and recently opened a photographic gallery in his hometown, Petworth.