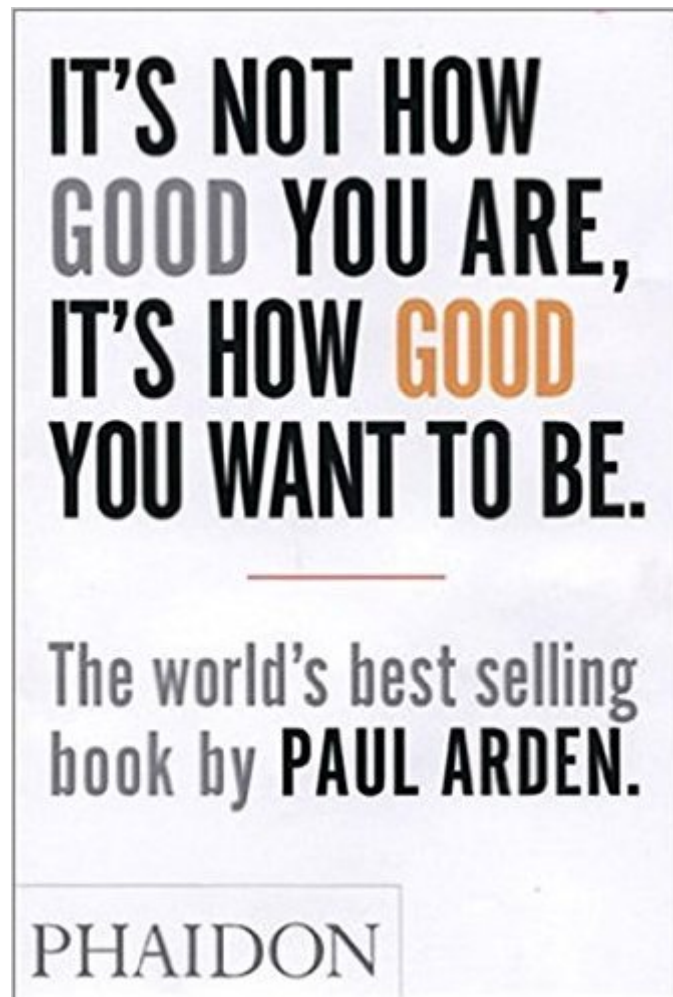


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# It's Not How Good You Are, It's How Good You Want To Be: The World's Best Selling Book



## 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

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## 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.

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