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Paul Arden (7 April 1940 – 2 April 2008) was an influential author of several books on advertising and motivation including "Whatever You Think, Think The Opposite" and "It's Not How Good You Are, It's How Good You Want To Be" and a former creative director for Saatchi and Saatchi at the height of their advertising might.

Whatever You Think, Think the Opposite by Paul Arden

Whatever You Think, Think the Opposite Paperback – Illustrated, March 10, 2006 by Paul Arden (Author) > Visit Amazon's Paul Arden Page. Find all the books, read about the author, and more. See search results for this author. Are you an author? Learn about Author Central. Paul ...

Amazon.com: Whatever You Think, Think the Opposite ...

"Whatever You Think Think The Opposite" looks at life the wrong way in a bid to explain the benefits of making wrong decisions. From the Inside Flap 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.

Whatever You Think, Think the Opposite: Amazon.co.uk ...

Whatever You Think, Think The Opposite. Paul Arden. Logic and common sense have a habit of leading us to the same conclusions. If you are going to make your mark on the world you have to start thinking differently. To think differently you have to think illogically.

Peter's Notes on 'Whatever You Think, Think The Opposite ...

"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

Whatever You Think, Think The Opposite

Whatever You Think, Think the Opposite Quotes Showing 1-16 of 16. "The world is what YOU think of it, so think of it DIFFERENTLY and your life will change.". — Paul Arden, Whatever You Think, Think the Opposite. tags: life-lesson. 141 likes.

Whatever You Think, Think the Opposite Quotes by Paul Arden

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Whatever You Think, Think The Opposite. Tuesday, December 24th, 2013; Until the Mexico Olympics of 1968 the customary way for a high jumper to cross the bar was with his body parallel to it, in a technique known as the Western Roll.But that was about to change. A little-known athlete approached the bar, which was set at a world record height of 7ft 4 1/4 inches (2.24m).

Whatever You Think, Think The Opposite | Jesús Gil Hernández

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Whatever you think, think the opposite Change projects that influence organizational and people behavior can be complex. A McKinsey & Co. research suggests that "two out of three change projects fail to achieve their goals"—it's clear: making change a success is hard.

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