



One Plus One Equals Three: A Masterclass in Creative Thinking

By Dave Trott

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How do you make something out of nothing?

Up your game with this masterclass in creative thinking. Combining Dave Trott's distinctive, almost Zen-like storytelling, humour and practical advice, *One Plus One Equals Three* is a collection of provocative anecdotes and thought experiments designed to light a fire under your own creative ambitions.

From the First World War sailor who survived being sunk three times in one day to the one-time 'merchant of death' who made his name a byword for peace, and the gypsy who lost two fingers and then reinvented jazz. From boardroom to battlefield, these stories of unconventional wisdom from one of the world's true advertising greats are a rallying cry for anyone who wants to think differently, stand out and truly innovate.

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One Plus One Equals Three: A Masterclass in Creative Thinking By Dave Trott Bibliography

- Sales Rank: #428191 in eBooks
- Published on: 2015-06-04
- Released on: 2015-06-04
- Format: Kindle eBook

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Editorial Review

Review

""If only Dave had written this book thirty years ago it would have made my career a lot easier." Sir John Hegarty, Bartle Bogle Hegarty, on "Creative Mischief"

""Dave Trott is not just a great copywriter, he is a great teacher. If you can't learn something useful from this bundle of wisdoms, go to the bottom of the class." Robin Wight, Engine Group founder, on "Creative Mischief"

About the Author

Dave Trott is the author of Creative Mischief and Predatory Thinking. Born in east London, he went to art school in New York on a Rockefeller Scholarship. From there he began an illustrious career in advertising, as part of the creative team behind 'Hello Tosh Gotta Toshiba', 'Aristonandonandon', the Cadbury Flake ads and many, many more. Dave's agency Gold Greenlees Trott was voted Agency Of The Year by Campaign Magazine, and Most Creative Agency In The World by Ad Age in New York. In 2004 he was given the D&AD President's Award for lifetime achievement in advertising.

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