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George Lois on His Creation of the Big Idea. New York: Assouline. How to Win with Outrageous Ideas (That Sell!). New York: Doubleday. p. 288.  
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Mr "Whats the big idea?" George Lois on The Advertising Show. By ceritelli on 25 Feb 2005, 11:28 . Adland: Im a big fan but 23 hours 30 min ago;  
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Jim Burke is the author of numerous bestselling Heinemann titles, including the English Teacher's Companion, Fourth Edition and What's the Big Idea? The question he's  
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legendary profanity-spewing ad man George Lois checks in with his own take on the golden age of Madison "I sell products, What's the big idea?  
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Question: What is your concept of "The Big Idea?" George Lois: Well, you know, to oversimplify, the "big idea" is a concept that takes the unique selling the  
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George Lois was featured in this weekend's NYT. With my long career in advertising and photography, reading about the giants of the industry often brings back

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Apr 22, 2012 Question: What is your concept of "The Big Idea

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Jul 18, 2015 by advertising legend George Lois. The book describes his view on creativity, and is a Big Idea that helped make Tommy Hilfiger a major brand:

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What's The Big Idea? was founded in 1992 by Tracy Cink with a passion for conceptual design and customer service. As a full-service design and marketing agency, we

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George Lois, the 20th century's most accomplished progenitors of Big Idea advertising and recipient of a 1996 AIGA Medal, gave birth to an array of commercial

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George Lois on His Creation of the Big Idea by; George Lois; Lois traces more than 100 of his "Big Ideas" back to Advertising's most famous art director

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George Lois on His Creation of the Big Idea. Idealog. Venture; Tech; Design; Workplace; etc. Magazine; Search Idealog. One of the rising stars of the era was

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Always entertaining, George Lois always cuts to the chase of what he thinks is important in advertising and commercial art. There's go getting around that George's

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Feb 02, 2003 George Lois: Why Advertising is If you're doing a celebrity campaign with a big idea, Mr. Lois. That's an old-fashioned idea. You can't let people

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Big Idea in marketing and advertising is a term used to symbolize the foundation for a major undertaking in these areas As advised by George Lois: Start out blank

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By George Lois 3/19 Coty outsold all the other lipsticks at America s department stores. Agency: Lois "Think small" was the Big Idea that sold a Nazi

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George Lois is advertising s most famous art director, the original Mr. Big Idea. Time magazine called Lois, David Krut Publishing

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WHAT'S THE BIG IDEA? (That Sell!) Lois, George. Published by Doubleday Business. ISBN 10: 0385414862 ISBN 13: 9780385414869. Used Hardcover. Quantity Available: 1.

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What's the Big Idea, George Lois? by Big Think Editors. and aren't going after "big ideas" that will shock the public. To make a memorable design,

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In Damn Good Advice, the legendary offers some blunt counsel on how to create big ideas. Often billed as the original Mad Man, George Lois could also be called

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3 things you must do when you present a big idea, from "Damn Good Advice", a new book by George Lois, one of the most influential figures in advertising.

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Mar 31, 2013 Iconic adman and communicator George Lois learned the secret of great, He was doing a final exam at New York s High School of Art and Design.

### **On the spot: george lois | adweek**

Feb 02, 2003 On the Spot: George Lois By Eleftheria Parpis. a celebrity campaign with a big idea, advertising that doesn't look like you're trying to sell