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It's not how good you are, it's how good you want to be. Even the title of the book makes you challenge your way of thinking from the off. We're hard wired to think that we must get better at this, we must do better at that. Why? Because in life it's how good we are. Isn't it? Arden argues the opposite. What matters most is the mind set behind your actions. Why are you becoming good at something? Is it because social etiquette dictates that you have to be good at it in order to progress - or is it because you want to be as big as Persil automatic? A collection of helpful, motivational hints and tips, Arden's work almost reads as a microcosm of every self-help guide or motivational hard-back most us have ever read. Persil sized paperback, some of the help contained is brief 127 pages, informative and as obvious. But there again, some of the best ideas come when the obvious ones. It can take a second of redirection and of pause to make this. This book is a very much a guide to success at large. The professional world who are looking to make a difference. It reads as though it is more geared towards someone in the marketing/media sphere. However, with a little thought and care when reading, Arden's advice can be redirected to fit almost any profession. Throughout life we often find ourselves in periods of doubt and distrust in our own abilities. Arden argues that in reality, it is our choices that show who we truly are far more than our abilities. Two things about that really connected me about this book. People love a show. If you get the opportunity to get in front of the MD that you have spent the last 3 months reaching out to over LinkedIn, over telephone and at networking events all around your region - do not waste that opportunity by given a presentation about how good your organisation is (if your meeting is mid-week, chances are you're the third one he's listened to, "yawn"). Use the opportunity to explain to the MD how much you want to make changes for them and how you want to do that together. Make it memorable. People love a show - make it memorable. Do not seek praise. It's so easy to ask your colleague that you eat lunch with every day if a piece of work you've done is good - of course they are going to tell you yes! You buy them coffee every other day. Instead, ask those around you what you could improve upon? What do you not like about this? How can we make this better for 'x'? Generally speaking your work is probably OK at best most of the time, so how can we make this better? Ask those around us to tell us what's wrong with it, you're much more likely to get an honest response. Why? People don't mind picking something apart once you've asked them - we are British after all! Do not seek praise. Seek criticism. Can you find fault with this? To summarise, Arden has carefully selected real life advice. Advice that at some point in everyone's life we need to hear. If you're going through a period of self-doubt or feel like you need that push but you don't know where to get it from - get it from Paul Arden and remember - It's not how good you are, it's how good you want to be. "Teenage Victoria Beckham: It's Not How Good You Are, It's How Good You Want to Be." by Paul Arden. This small book is creatively crafted. With thick pages and purposefully laid out text and graphics. "It is a pocket 'bible' for the talented and timid to make the unthinkable thinkable and the impossible possible." I like books like this that take an artistic flare and advertising premise to how the pages are laid out and presented. It doesn't give you the top seven or 10 tips to make you successful, or promise that it's all you need to turn mediocrity into success. What it does do is lay out simple facts that help revitalise your creative juices to get you out of your own way and unleash your vision and ambition. It offers insights as to why it's a good thing to be fired, why it's often better to be wrong than right, and why seeking criticism rather than praise is the information you need to re-energize your vision and drive. Here are some excerpts: "Everybody wants to be good, but not many are prepared to make the sacrifices it takes to be great. You will become whoever you want to be. Firstly you need to aim beyond what you are capable of." "I want to be as famous as Persil Automatic." As a teenager, Victoria Beckham's ambition was not just to be better than her mates or even a famous singer, but to become a world brand. She didn't compare herself to her singing contemporaries, rather she saw the fame of Persil Automatic as her yardstick. ...it's her highly original imagination that got her where she is today. "Don't be afraid to work with the best. The best people can be difficult. They are single-minded. They have tunnel vision. That's what makes them good. They are reluctant to compromise." "Creativity is Imagination and Imagination is for everyone." If you feel like you're stuck and want to rev up your creative juices, then take an hour to read this little gem. Photo by Gaelle Marcel "Talented but timid? This noted ad-man is here to tell you that ambition, not just mere ability, is the key to success in his world... Arden is punchy and memorable about failing better next time." ["i-D"](#) Saatchi & Saatchi creative legend-turned-director Paul Arden has committed his considerable wit and creative thinking to paper in a handy-sized book on how to succeed. Not just in advertising but in business generally. Far from being one of those excruciating self-help guides, Arden is buttoned-down businessmen. It's Not How Good You Are, It's How Good You Want To Be is a startlingly refreshing, unputdownable collection of thought-provoking pearls of wisdom. "Shots" Chapters such as It's Right to be Wrong, Have you Noticed How the Cleverest People at School Are Not Those Who Make It In Life? and Do Not Seek Praise, Seek Criticism are accompanied by an entertaining collection of photos and illustrations. Get it and you'll never think the same way again. "Shots" The former creative director of Saatchi & Saatchi teaches readers how to smash down life's impossible barriers using a fresh combination of wit, smart thinking, and horrific mistakes. Outrageously genius. "The Good Book Guide" ...A wonderful book by one of the most brilliant men I have ever met... I met him when he worked as creative director at Saatchi & Saatchi and he was simply inspirational - as is this practical, unpretentious little book. "Amanda Platell" ...Deliciously rich paperback. "Chicago Sun-Time" British adman Paul Arden's semi-parodic study in self-help is as funny as it is provocative... "Radar" Who is this guy Arden anyway? Please forgive my enthusiasm this month for quoting Paul Arden extensively, but his wisdom has recently inspired me. Arden was the creative director of Saatchi & Saatchi from 1977-1992, and his tiny new book out in May, It's Not How Good You Are, It's How Good You Want to Be, packs a big punch. This magnificent little manifesto is for true creative types to read, savor and carry in their pocket. It should remind us all that nothing is impossible. "PAPER magazine" I read this book regularly. It's like my little holy book that I skim through every now and then. It's about advertising and the workplace, but I find a lot of the content can be applied to just about anything. "Mozhdah Jamalzadah" Essential reading for those who wish to live a more daring and creative life. "Chichester Observer" 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. Paul Arden (1940-2008) spent a stormy 18 years in advertising and then found his Alma Mater in Saatchi & Saatchi in 1977, where he worked for 15 years. During his tenure as Executive Creative Director he was responsible for some of Britain's most successful advertising campaigns including British Airways, Silk Cut, InterCity and Fuji and famous slogans, such as 'The Car in front is a Toyota' and 'The Independent - It is. Are You?'. In 1993 Arden set up the film production company Arden Sutherland-Dodd and began a successful second career as a writer with a weekly column in The Independent and several publications including Whatever You Think, Think The Opposite (2006) and God Explained In A Taxi Ride (2007).

