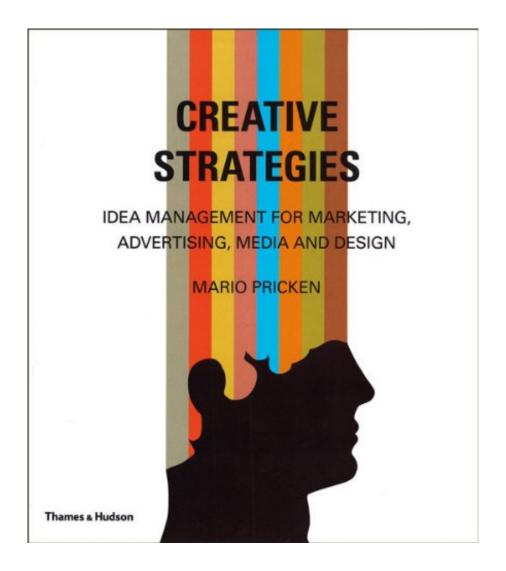


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is a creative director and direct marketing consultant who trains creative teams from advertising agencies and marketing departments. He lives in Germany.

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Creative thinking is more than just the basis of a finished ad: it can bring together a world-class creative team and promote an inspirational and efficient workplace. From client briefs to office spaces, this book explores the strategies that turn an agency into a creative powerhouse, and demonstrates that it's only when people are not afraid to make mistakes or think beyond the everyday that innovation can truly flourish. 500+ color illustrations

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is a creative director and direct marketing consultant who trains creative teams from advertising agencies and marketing departments. He lives in Germany.

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