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pictured above in the  
early 1960s, was a  
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a great book for anyone in a creative field. This includes anything from advertising to coding. This book probably won't revolutionize your life as a designer overnight, but it gives a great direction forward. It won't help you get over the hurdles, but it will tell you how to spot them.

## **Review of George Lois's "Damn Good**

*Page 14/23*

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Don't give up learning  
- creative people who  
have closed their  
minds are, in Lois's  
eyes, useless. Don't  
give up trying to solve  
a problem - no matter  
the hurdles, the  
outrageousness, the  
setbacks. And don't  
give up on yourself -  
because really, you're  
all you've got.



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— Lesson 46, Damn  
Good Advice (for  
people with talent!)  
While you might not  
need to threaten to kill  
yourself like Lois to  
show your self-  
confidence, how much  
are you willing to  
outhustle everybody  
else to claim the  
success that you so  
deeply desire?

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Bewilder everyone else. You know we have to get back to Tommy Hilfiger.

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A good rule to consider: think about a secret signal or code to share with your partner. Yes, this will make you feel like spies which is always cool. But it also helps if

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one person needs to ask for a time-out during an argument or needs to leave a party where they feel uncomfortable.

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