

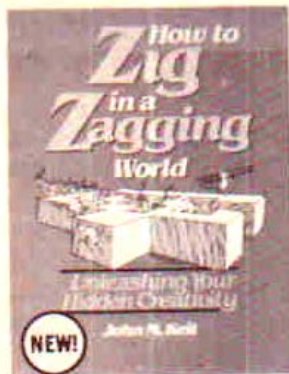
# ADWEEK BOOKS



FALL, 1988

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## C1057. How to Zig in a Zagging World

by John M. Keil

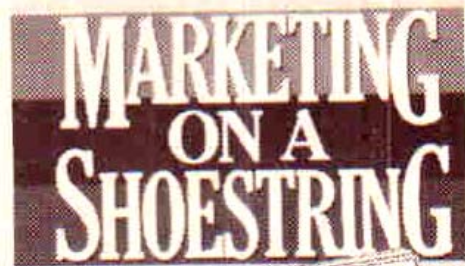
Tap the creative genius lurking inside you! The author is a creative consultant and former Executive VP/Creative Director of Dancer Fitzgerald Sample (now Saatchi & Saatchi DFS Compton). He proves that you can recapture your childlike curiosity and imaginative view of the world, find fresh ways to solve problems, break mental blocks and come up with great ideas. Learn how to handle deadlines, stress and criticism and sell an idea to a group. **\$19.95**



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by Alan Swann

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by Jeffrey P. Davidson

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