



Predatory Thinking: A masterclass in out-thinking the competition

Dave Trott

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Predatory Thinking: A masterclass in out-thinking the competition Dave Trott

LIFE IS A ZERO-SUM GAME

Predatory Thinking is a masterclass in how to outwit the competition, in ordinary life as well as in business. It is the philosophy that has underpinned Dave Trott's distinguished career as a copywriter, creative director, and founder of some of London's most high-profile advertising agencies.

Drawing on Eastern and Western philosophy, and colourful characters from Picasso and Socrates to Warren Beatty, this book represents a lifetime of wisdom learned at the creative cutting edge.

'A brilliant advertising copywriter and a great team leader. His ideas are equally applicable to writing a novel, making a film, launching a product, managing a football team, instituting life changes and any activity you can imagine. Genius' *Sunday Times*



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