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# Leeclowsbeard



## Synopsis

For four decades, Lee Clow has created and shepherded the kind of advertising ideas that move businesses and move us emotionally. He first garnered global attention with what is still considered the greatest Super Bowl commercial ever--Apple's 1984. Working closely with Steve Jobs, Lee Clow went on to create additional advertising for the launches of the iPod, iTunes, iPhone, and most recently, the iPad, and he coined the tag "Think Different." Lee Clow was also instrumental in creating Nissan's "Enjoy the Ride" slogan, and was behind creative work for adidas, Nike, Reebok, Pedigree, and countless other multinational brands. Due to his bottomless well of creative ideas and his radical advertising philosophy, Lee Clow has become an icon within the advertising industry and one of its most visible spokesmen. Yet, this living legend has never assembled his wisdom, wit, and positions on advertising, business, and life in a single place--until now. *leeclowsbeard* is the first compendium of the thinking that drives and has driven the most influential creator in the advertising business. But *leeclowsbeard* is as shocking and captivating as Lee himself. For it is no mere collection of quotes--it was written by Lee's iconic beard in the form of Tweets. Yes, the wisdom of Lee Clow has actually been dispensed over the last few years to followers of @leeclowsbeard on Twitter. This printing, in book form, marks the first time all of Lee's beard's wisdom is available in one place. It's a must-read for anyone involved in advertising, marketing, business at large, and creative fields of all types. *leeclowsbeard* is at once a social media experiment and more importantly a timely and timeless collection of brilliant and inspirational thoughts. The wisdom of the beard is channeled through creative director and writer, Jason Fox. This is the first collaboration between Mr. Fox and Mr. Clow's facial hair.

## Book Information

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## Customer Reviews

The beard belongs to advertising legend, Lee Clow--the mastermind behind Apple's advertising, including the famous 1984 Super Bowl commercial, the "Think Different" manifesto, and all of the marketing efforts for the iPod, iTunes, iPhone, and iPad. The wisdom of the beard is channeled through creative director and writer, Jason Fox. This is the first collaboration between Mr. Fox and Mr. Clow's facial hair.

While this is a book about advertising, marketing, branding and such, rather than wasting page after page with theory and boring case studies of success, it uses the Tweet as the medium which forces the author to communicate complicated ideas with precision. Talk about eating your own dog food. "An ad should be an appetizer, not a buffet", or "Often, the more you say the less you're heard". Each tiny quote will have you both nodding your head in agreement and shouting out "That is it exactly!" (notice the lack of italics... read the book to find out why). Boiling it down, the book is about clear communication in not too few words, not too many, but just enough. The book is wonderful because it practices exactly what it preaches and succeeds marvelously at it.

This is the best purchase I have made since starting my career in the world of advertising. It is chock full of profound little nuggets of truth, sprinkled throughout brilliantly designed pages. Since it is not necessary to read in any kind of sequential order, I find myself just randomly opening to a page and every time I am rewarded with words that I wish came from my own mouth. The built-in bookmark allows me keep my place as I run to my co-workers to share my most recent treasure. Currently, it rests on, "Design is often the difference between being ignored and being embraced." I am constantly amazed that this extraordinary writer was able to say so much so well. Well done, Jason Fox. Not only were you able to get inside the head of a living icon, you were able to use his beard to speak for him in a way that even he applauded.

You don't even have to know who Lee Clow is to appreciate this book. Sure, it's a compilation of

observations on the ad biz, but really, at its core, it is a treasury of wit and insight that gives voice to many of the universal truths that anyone in a customer -service field has experienced. By nature of its concept, this collage of Tweets is an easy read, but the stellar writing is able (like any good fortune cookie has proven) to artfully show how wisdom is best communicated by few words. You will immediately relate to the truths that come from "The Beard". And you will think back to all those meetings where the end goal was lost as the team over-complicated another assignment. Jason Fox reminds us that the best writing is honest and simple. And advertising really isn't as complicated as Sterling & Cooper wants you to believe it is.

I love this book even though I am not in the advertising biz. I picked it up because I work with a woman that owns an ad agency and wanted to better understand her world. The most impressive thing about this book is that the wisdom imparted from a collection of tweets is useful in any creative endeavor. I believe this book will be interesting to you if you do creative work and/or you are an entrepreneur or aspire to be one. My only caveat would be for you to purchase the dead tree version of this book. The kindle version is tedious because of the way the book is formatted. You will find yourself flipping back and forth between "e" pages trying to read some of the pithier text. It takes away some of the magic.

One of the few books I keep in my desk in the office. Gifted kindle versions to my entire team at work. Highly recommend. Would request they bring back / re-written the hard cover paper book version vs only the digital copy.

I have a shelf of books at work that I go to when I need a little inspiration (or at least a reminder of how advertising should work in a perfect world). Lee Clow's Beard is definitely one of the smartest books on advertising I've read since portfolio school. This one has taken its place next to my well-worn copy of Hey Whipple, Squeeze This. This should be required reading for all creatives, account people, marketers and students looking to get into the biz.

Sits on my desk in my office and makes is easy to get account guys excited about ideas ;)

Brilliant. Glib. A book to have on hand when your own resistance mounts and you're a little afraid of putting art, creative, that might not work.

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