



# One Plus One Equals Three: A Masterclass in Creative Thinking

*Dave Trott*

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## **How do you make something out of nothing?**

*One Plus One Equals Three* goes straight to the heart of the creative impulse. Combining Dave Trott's distinctive, almost Zen-like storytelling, humour and practical advice, its collection of provocative anecdotes and thought experiments are designed to light a fire under your own creative ambitions.

From tales of 18th century Japanese samurai to classic battles between 'creatives' and 'suits' in the boardroom, these stories act as a rallying cry for individuals and businesses who want to think differently, stand out and challenge convention.

Praise for *Creative Mischief*

'If only Dave had written this book thirty years ago it would have made my career a lot easier' Sir John Hegarty

'Dave Trott is not just a great copywriter, he is a great teacher. If you can't learn something useful from this bundle of wisdoms, go to the bottom of the class' Robin Wight (Founder of Engine)

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