



# Hegarty on Creativity: There Are No Rules

By John Hegarty

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## Hegarty on Creativity: There Are No Rules By John Hegarty

**A look into what lies behind creativity from one of the advertising industry's leading players**

Creativity isn't an occupation; it's a preoccupation. It is challenge for everyone in the modern world—from business and advertising to education and beyond. Here, the world-famous advertising creative John Hegarty offers a pocket bible of creative thinking, aimed at provoking, challenging, and inspiring greater heights of innovation.

From Renaissance art to rock 'n' roll, Hegarty takes a wide-angle view of creativity as he sets out to demystify the many ups-and-downs that can arise during the creative process. Paralyzed by the blank page? Daunted by cynics in the workplace? Money leading you astray? Hegarty combines personal experience and anecdotes along with clear, pragmatic, and good-humored insight into tackling all creative challenges head on. Over fifty entries, including “Good is the Enemy of Great,” “Respect Don't Revere,” “Get Angry,” and “Bad Weather” relay useful and generous advice on how best to improve, sustain, and nurture creativity in any profession. Accompanied by copious irreverent line drawings from Hegarty's own sketchpad, *Hegarty on Creativity* is concise, accessible, and richly rewarding.

75+ color illustrations

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## **Editorial Review**

### **Review**

“Playful text and graphics and plenty of white space make this a good choice to pick up and grab inspiration at random.” (Publishers Weekly)

“Little mantras for the inspiration-starved.” (Communication Art)

### **About the Author**

John Hegarty is one of the world’s most famous advertising creatives and Founding Creative Partner of Bartle Bogle Hegarty (BBH). He has received the D&AD President’s Award for outstanding achievement, the International Clio Award, and is a member of The One Club of the New York Creative Hall of Fame.

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