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Dave Trott is the former Chairman and Executive Creative Director of The Gate London, copywriter, blogger and author Responsible for some of the most memorable

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May 12, 2013 Dave Trott Chairman The Gate London [www.thegatelondon.com](http://www.thegatelondon.com).

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May 29, 2013 INTRODUCTION: WHY PREDATORY THINKING? Over the decades I ve worked in advertising, I ve learned one big lesson about creativity in particular and life

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The one-sentence summary. Nothing exists in limbo and context is everything, so you need to out-think the problem by changing a piece of it. WHAT THE BOOK SAYS

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LSE public lecture Date: Wednesday 2 October 2013 Time: 6.30-8pm Venue: Sheikh Zayed Theatre, New Academic Building Speaker: Dave Trott

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