



One Great Insight Is Worth a Thousand Good Ideas: An Advertising Hall-of-Famer Reveals the Most Powerful Secret in Business

Phil Dusenberry

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"We Bring Good Things to Life"

"It's Not TV, It's HBO"

"Visa: It's Everywhere You Want to Be"

These aren't just advertising slogans; they're game-changing insights. And according to ad industry legend Phil Dusenberry, who with his team at BBDO created these and many other brilliant campaigns, one big insight is worth a thousand good ideas. An idea can lead to one clever commercial. But a true insight can define a brand for years to come and turn an entire industry upside down.

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