

# George Lois Quotes

*Creative, Creativity, People, Heart, Love You, Mind, Business, Destiny, Eye,  
Ideas, Cautious, Dumb, Inspirational, Good Job, Originality, Accurate,  
Custodians, After Hours, Great Work, Done*

Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything.

~George Lois

You can be cautious or you can be creative, but there's no such thing as a Cautious Creative.

~George Lois

To create great work, here's how you must spend your time: 1% Inspiration 9% Perspiration 90% Justification

~George Lois

The more creative you are the more trouble you're in. You have to be courageous!

~George Lois

Advertising is poison gas. It should bring tears to your eyes, unhinge your nervous system and knock you out.

~George Lois

Nothing comes from nothing. You must continuously feed the inner beast that sparks and inspires.

~George Lois

Creativity can solve almost any problem.

~George Lois

Only with absolute fearlessness can we slay the dragons of mediocrity that invade our gardens.

~George Lois

Most people work at keeping their job, rather than doing a good job. If you're the former, you're leading a meaningless life. If you're the latter, keep up the good work.

~George Lois

In any creative industry, the fact that others are moving in a certain direction is always proof positive, at least to me, that a new direction is the only direction.

~George Lois

Advertising, an art, is constantly besieged and compromised by logicians and technocrats, the scientists of our profession who wildly miss the main point about everything we do.

~George Lois

Nothing great can come of more than three people in a room.

~George Lois

The joy of the creative process, minute by minute, hour after hour, day by day, is the sublime path to true happiness.

~George Lois

A cautious creative is an oxymoron.

~George Lois

I am in the poison gas business. Advertising should make you choke, make your eyes water, make you feel sick.

~George Lois

Follow your bliss. That which you love you must spend your life doing, as passionately and as perfectly as your heart, mind and instincts allow.

~George Lois

Never, ever, work for bad people

~George Lois

If a man does not work passionately - even furiously - at being the best in the world at what he does, he fails his talent, his destiny, and his God.

~George Lois

The accurate measure of a human being is what he or she actually gets done.

~George Lois

If you think people are dumb, you'll spend a lifetime doing dumb work.

~George Lois

Onwards and upwards, and never give your failures a second thought.

~George Lois

The business world worships mediocrity. Officially we revere free enterprise, initiative and individuality. Unofficially we fear it.

~George Lois

Never listen to music when you're trying to come up with a Big Idea.

~George Lois

Museums are custodians of epiphanies, and these epiphanies enter the central nervous system and deep recesses of the mind.

~George Lois

Only mediocre ideas can be tested.

~George Lois

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