

# A Dozen Words of Wisdom

Matt Parkes

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"An inspiring new book that is essential reading for anyone and everyone in business who wants to be better at what they do.

'A Dozen Words of Wisdom' curates some of the most thought provoking, insightful and memorable personal quotes, penned by business leaders from around the world, who share the secret to their success in no more than twelve words.

Edited and conceived by marketer Matt Parkes, who made a name for himself as a "client fixer" and "pitching expert" when he worked within some of the world's largest advertising power-houses, 'A Dozen Words of Wisdom' has taken a year in the making, alongside Parkes day job running a new breed of creative agency called 'The Dirty Dozen'.

Matt, who spent 15 years working as a 'creative suit' for some of the world's leading brands, was inspired by his quest to find short, sharp insights that people can directly apply to their working lives regardless of the discipline they work in and with the ultimate knowledge that wisdom and the path to success can always be gleaned from others.

Over the course of 12 months Parkes contacted over 5,000 leading business people and asked them to share the secret of their success in twelve words that would inspire the next generation to take their spark of an idea and make it happen.

The response was overwhelming and the resulting quotes make up one of the most accessible and thought provoking business books of the last 10 years."



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