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**Rules** are no rules. Instead, this book contains 50 provocations or guidelines. After all, if there were rules, then we 'd all be creatives and I 'd be retired and on my yacht or in my Gothic fantasy folly.

Hegarty on Creativity: There Are No

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Rules by John Hegarty

John Hegarty is one of the world ' s most famous advertising creatives. Founding Creative Partner of Bartle Bogle Hegarty (BBH), he has received, among other awards, the D&AD President ' s Award for outstanding achievement and the International

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## Rules on Apple Books

Sir John Hegarty, one of the greatest advertising professionals ever, writes a book on creativity. It's called "Hegarty on Creativity: There are no rules". Knowing Hegarty, the name that he would have suggested and preferred, most likely, is "There are no

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Rules" -- the prefix would have been foisted on him and the readers by the publisher.

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nurture creativity in any profession.

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There Are No Rules As I am currently in a reading week at Uni, this of course has involved some reading (surprise, surprise). We were



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suggested a couple books to get our hands on and one of these was

“ Hegarty On Creativity, There Are No Rules ” . This book (published by Thames and Hudson), was written by Sir John Hegart

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Sir John Hegarty is the driving force behind adverts such as the famous Levi's laundrette, the Lynx Effect and Audi's Vorsprung durch Technik. His latest book, Hegarty on Creativity, pulls together the tips, tricks and advice he has accumulated in his 30 years as creative director of the

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