



# How to add value to an idea

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An idea is only as good as what it is perceived as by the public. What the public think it is, is what it will be. The greatest idea may fail due to the communication failing. The original value lies in the idea itself, but the end value lies in the execution and perception thereof. Globecreative will show you how to take a big idea and keep it big. Give it value. Make the people out there see what you and I see.

How To Papers:  
**Things you'll experience at Globecreative**

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