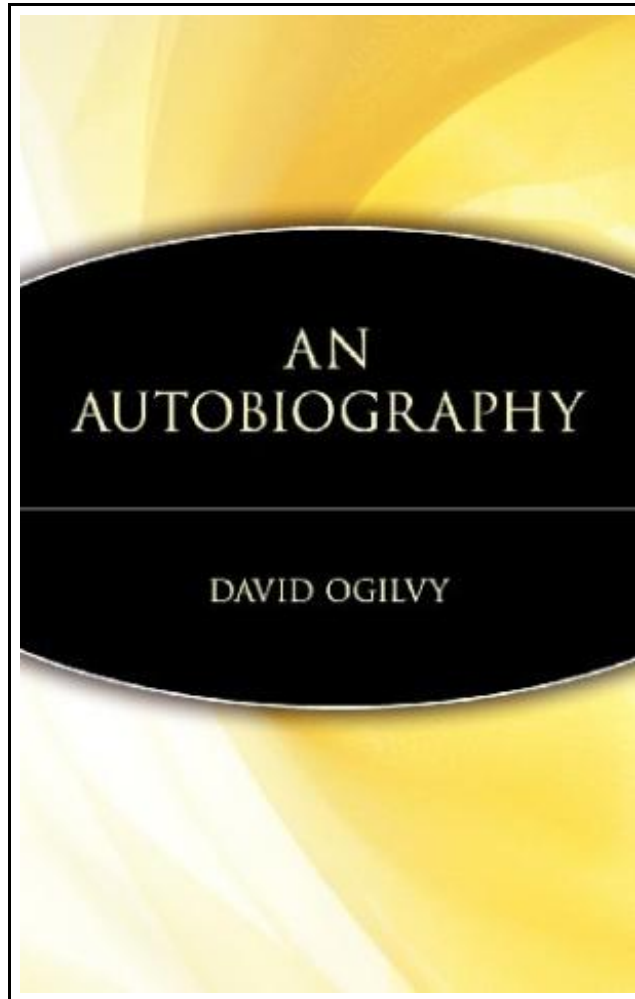


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John Wiley Sons Inc, United States, 1997. Hardback. Book Condition: New. Revised ed.. 235 x 162 mm. Language: English . Brand New Book. A unique personality . Ogilvy, the creative force of modern advertising. --The New York Times Ogilvy s sharp, iconoclastic personality has illuminated the industry like no other ad man s. --Adweek. . an acclaimed author. Praise for Confessions of an Advertising Man by David Ogilvy A writing style that snaps, crackles, and pops on every page. --The Wall Street Journal. An entertaining and literate book that can serve as a valuable primer on advertising for any businessman or investor. --Forbes. I remembered how my grandfather had failed as a farmer and become a successful businessman. Why not follow in his footsteps? Why not start an advertising agency? I was thirty-eight.no credentials, no clients, and only \$6,000 in the bank. Whatever David Ogilvy may have lacked in money and credentials, he more than made up for with intelligence, talent, and ingenuity. He became the quintessential ad man, a revolutionary whose impact on his profession still reverberates today. His brilliant campaigns went beyond successful advertising, giving rise to such pop culture icons as the famous Hathaway shirt man with his trademark black eyepatch. His client list runs the gamut from Rolls Royce to Sears Roebuck, Campbell s Soup to Merrill Lynch, IBM to the governments of Britain, France, and the United States. How did a young man who had known poverty as a child in England, worked as a cook in Paris, and once sold stoves to nuns in Scotland climb to the pinnacle of the fast-paced, fiercely competitive world of advertising? Long before storming Madison Avenue, David Ogilvy s life had already had its share of colorful experiences and adventure. Now, this updated edition of David Ogilvy s...



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