

Confessions Advertising Man David Ogilvy

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How David Ogilvy Wrote World Class Copy

Confessions Of An Advertising Man SummaryBOOK REVIEW: Ogilvy on Advertising by David Ogilvy ~~Confessions Advertising Man David Ogilvy~~

Image: Jim Connolly The above quote from marketing legend David Ogilvy, builds on his belief that there's little variation between most brands. The onus is on the brand-owner to create an interesting ...

~~An interesting point from David Ogilvy~~

David Ogilvy proclaimed in the 1950s, is not a moron. "She's your wife," said the father of advertising, codifying his priceless wisdom in the book 'Confessions of an Advertising Man ...

~~Brands incentivise Covid-19 vaccination—Shot in the arm or shot sighted?~~

Confessions of an Advertising Man by David Ogilvy (Southbank, \$20). In a story reminiscent of Matthew Weiner's brilliant Mad Men series, Ogilvy offers an enjoyable jaunt back to a time when ...

~~Ken Auletta's book recommendations~~

To mark the centennial of David Ogilvy's birth, the agency he founded ... His books Ogilvy on Advertising and Confessions of an Advertising Man are among the most influential and widely-read ...

~~Ogilvy & Mather marks Centennial of Founder's Birth with Cannes Celebration~~

It's not often that a blue-chip CEO publicly lectures another CEO from a brand-name company about how he should manage his organization. Then again, it's not often that the practices of one company ...

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