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The Unpublished David Ogilvy, by David Ogilvy (Paperback) Published December 1st 2012 by Profile Books (GB)

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Summary & Review: The Unpublished David Ogilvy by David Ogilvy

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David Ogilvy CBE is often described as the 'Father of Advertising'. Before founding New York agency Ogilvy & Mather in 1948, he pursued several career paths. His iconic campaigns include legendary adverts for Dove, Hathaway, Rolls Royce and Guinness. He died in 1999.

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