[PDF] Ogilvy On Advertising

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Description:

From the Inside Flap A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business". 223 photos. --This text refers to an alternate edition.

About the Author In 1948, David Ogilvy founded the agency that would become Ogilvy & Mather. Starting with no clients and a staff of two, he built his company into one of the eight largest advertising networks in the world. He wrote three books about the basic principles of modern advertising: Confessions of an Advertising Man, Blood, Brains & Beer and Ogilvy on Advertising.

Sadly, he died in 1999. --This text refers to an alternate edition.

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