

[PDF] Confessions Of An Advertising Man

David Ogilvy - pdf download free book

Books Details:

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Description:

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"Required reading for anyone in business" □*Media Week*

"It's a well-written, clean book which breaks out his concepts, tactics, and techniques and is a must-read for anyone in business—and particularly marketing and PR." —Ronn Torossian, CEO, 5WPR, on

his 10 Must-Read Public Relations and Marketing Books, on *Business Insider*

"I would like to make it mandatory that everyone in advertising read David Ogilvy's first book, *Confessions of an Advertising Man* at least once a year."—George Parker in *Business Insider*

"It's a classic...I tell my students if you're going to read a book about advertising, start with that one." — *Investor's Business Daily* --This text refers to an alternate edition.

From the Publisher David Ogilvy was an advertising genius. At the age of 37, he founded the New York-based agency that later merged to form the international company known as Ogilvy & Mather. Regarded as the father of modern advertising, Ogilvy was responsible for some of the most memorable advertising campaigns ever created. **Confessions of an Advertising Man** is the distillation of all the Ogilvy concepts, tactics, and techniques that made this international best-seller a blueprint for sound business practice. If you aspire to be a good manager in any business, this seminal work is a must-read. --This text refers to an alternate edition.

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