



Confessions of an Advertising Man

By David Ogilvy

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Confessions of an Advertising Man By David Ogilvy

A new edition of the timeless business classic featured on *Mad Men*—as fresh and relevant now as the day it was written

"We admire people who work hard, who are objective and thorough. We detest office politicians, toadies, bullies, and pompous asses. We abhor ruthlessness. The way up our ladder is open to everybody. In promoting people to top jobs, we are influenced as much by their character as anything else." —David Ogilvy

David Ogilvy was considered the "father of advertising" and a creative genius by many of the biggest global brands. First published in 1963, this seminal book revolutionized the world of advertising and became a bible for the 1960s ad generation. It also became an international bestseller, translated into 14 languages. Fizzing with Ogilvy's pioneering ideas and inspirational philosophy, it covers not only advertising, but also people management, corporate ethics, and office politics, and forms an essential blueprint for good practice in business.

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Confessions of an Advertising Man By David Ogilvy Bibliography

- Sales Rank: #12232 in Books
- Brand: Brand: Southbank Publishing
- Published on: 2012-01-01
- Original language: English
- Number of items: 1
- Dimensions: 9.50" h x .60" w x 6.00" l, .70 pounds
- Binding: Paperback
- 192 pages



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Editorial Review

Review

"Ogilvy is the creative force of modern advertising." —*New York Times*

"Ogilvy's writing is pithy, lively and urbane...[Confessions of an Advertising Man] is full of great stories from the world of 1960s advertising." — IndependentMail.com

"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*

"Monumental...there is the kind of good, solid, smart, great-work-inspiring advice that any one in this business – and that includes clients – would be wise to review." —The Agency Review

"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*

"For anyone working in the marketing profession, this is an essential text." — Financial Times

"... Throughout his book *Confessions of an Advertising Man* you will find deep insights on management, candor, and company culture." —The Huffington Post

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.

About the Author

David Ogilvy (1911–1999), referred to in 1962 by *Time* as "the most sought-after wizard in today's advertising industry," is considered to have been one of the dominant thinkers in the field. He is also the author of *Ogilvy on Advertising*. **Sir Alan Parker** was a copywriter in the 1960s and 1970s and is now a film director and producer. Films he directed include *Angela's Ashes*, *Fame*, *Midnight Express*, and *Pink Floyd: The Wall*.

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