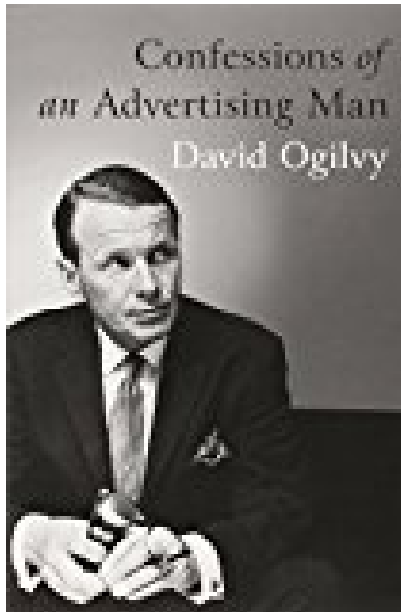


# Confessions of an Advertising Man

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## BOOK DETAILS

- Author : David Ogilvy
- Pages : 192 Pages
- Publisher : Southbank Publishing
- Language : English
- ISBN : 190491537X

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## BOOK SYNOPSIS

Confessions of an Advertising Man is the distillation of all the successful Ogilvy concepts, tactics and techniques that made this book an international bestseller. Regarded as the father of modern advertising, David Ogilvy created some of the most memorable advertising campaigns that set the standard for others to follow. Anyone aspiring to be a good manager in any kind of business should read this.

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