

### **confessions of an advertising pdf**

Abstract In Confessions of an Advertising Man, David Ogilvy explains the rules in which he has used to create one of the most successful advertising businesses in the world. He goes through different areas with their own set of rules.

### **Confessions of an Advertising Man By: David Ogilvy**

David Ogilvy "Confessions of an Advertising Man I How to Manage an Advertising Agency MANAGING an advertising agency is like managing any other creative organization" a research laboratory, a magazine, an architect's office, a great kitchen. Thirty years ago I was a chef at the Hotel Majestic in Paris.

### **Confessions of an Advertising Man - markeTHINK zone**

"In the advertising industry to be successful you must, of necessity, accumulate a group of creative people. This probably means a fairly high percentage of high strung, brilliant, eccentric, nonconformists." Admirable behaviour: 1. People who work hard. 2. A good executive is a father, and is affectionate.

### **Notes on David Ogilvy "Confessions of an Advertising Man"**

Confessions Of An Advertising Man Quotes The consumer isn't a moron. She is your wife. Click To Tweet What you say in advertising is more important than how you say it. Click To Tweet Much of the messy advertising you see on television today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them.

### **Confessions Of An Advertising Man Summary - D. Ogilvy**

Confessions of an Advertising Man is the distillation of all the successful Ogilvy concepts, tactics and techniques that made the book an international bestseller. If you aspire to be a good manager in any kind of business, then this is a must read.

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### **Confessions of an advertising man : Ogilvy, David, 1911**

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