

The Unpublished David Ogilvy

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The Unpublished David Ogilvy. by David Ogilvy (Paperback) Published December 1st 2012 by Profile Books (GB)

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First collected by his devoted family and colleagues as a seventy-fifth birthday present, The Unpublished David Ogilvy collects a career's worth of public and private communications—memos, letters, speeches, notes, and interviews—from the "Father of Advertising" and founder of Ogilvy & Mather.

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The Unpublished David Ogilvy by David Ogilvy is a collection—made by some of David Ogilvy's colleagues—of many things that he has said or written but never published. It's actually a gift that was given on David's seventy-fifth birthday in 1986 at a boat party in London.

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Summary & Review: The Unpublished David Ogilvy by David Ogilvy

In this delightfully illustrated and designed volume, more than 80 selections from David Ogilvy's private papers give a remarkably candid glimpse of the spirited, sharply ironic--and very wise--private man behind the public image. 13 black-and-white photographs.

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David Ogilvy CBE is often described as the 'Father of Advertising'. Before founding New York agency Ogilvy & Mather in 1948, he pursued several career paths. His iconic campaigns include legendary adverts for Dove, Hathaway, Rolls Royce and Guinness. He died in 1999.

The Unpublished David Ogilvy: Ogilvy, David, Young, Miles ...

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