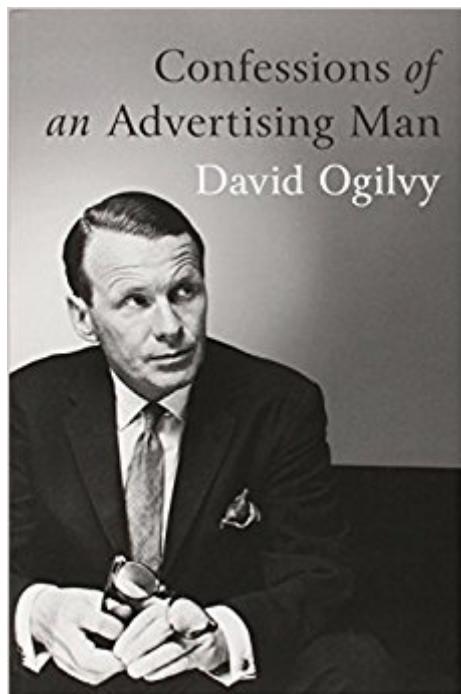


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Confessions Of An Advertising Man



Synopsis

A new edition of theÃ Â timeless business classic featured on Mad MenÃ¢â as fresh and relevant now as the day it was written

Book Information

Paperback: 192 pages

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Customer Reviews

"Ogilvy is the creative force of modern advertising."Ã Â —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."Ã¢â IndependentMail.com"Required reading for anyone in business"Ã Â —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 businessÃ¢â and particularly marketing and PR."Ã Â Ã¢â Ronn Torossian,Ã Â CEO,Ã Â 5WPR, on hisÃ Â 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."Ã¢â George Parker in Business Insider"Monumental...there is the kind of good, solid, smart, great-work-inspiring advice that any one in this business Ã¢â Ã¢â and that includes clients Ã¢â Ã¢â would be wise to review."Ã Â Ã¢â The Agency ReviewÃ Â "It's a classic...I tell my students if you're going to read a book about advertising, start with that one."Ã¢â Investor's Business Daily"For anyone working in the marketing profession, this is an essential text."Ã Â Ã¢â Financial TimesÃ¢â Ã¢â . . . Throughout his book Confessions of an Advertising Man you will find deep insights on management, candor, and company culture.Ã¢â Ã¢â

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 bestseller 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 out of print or unavailable edition of this title.

First of all, the appearance of the book itself impressed me. The hardcover and thick, pulpy pages reminded me of days spent in the library as a little girl. The writing is simple, even though many "big words" are used. The author has quite an extensive vocabulary which includes what I would call "trade terms or phrases". *Confessions of an Advertising Man* is a good read, letting the reader in on the workings of a major U. S. and worldwide service industry. The chapters include lots of lists where Ogilvy breaks down every category of the advertising world as well as other careers or jobs he had held. He names names and documents details. Lastly, though very informative, this book moved me to agree with *Mad Men*'s Roger Sterling's remark about its title: "He should have named it 'A Thousand Reasons Why I'm So Great'!" Ogilvy must have had lots of self-confidence!

The real Master of this profession. If you are in advertising, marketing, and wanting to promote something then I would advise you to read this book. It is written candidly with a straightforwardness that we are missing in this ready-made, easy-to-do, by the so-called tech wizards who produce nothing but jargon and bottom line pricing that is FREE. The advertising world is upside down and on its head. I think it should return to the originating principles outlined in this book. You get in this book what David Ogilvy says, that is the value of this kind of information, otherwise you just get what someone says Ogilvy says. Its too late now; but I would have loved to have worked for this kind of boss.

This book is both humorous and informative. A great read by the "father of advertising" David Ogilvy. Still known by his legacy Ogilvy and Mathers which still to this day is the number one advertising agency in the world. He gives you everything you need to know from creating advertisements to running an advertising firm and everything in between.

This book has tons of proof points on what to look for in a client and also a prospective employer.

Anyone in the Advertising or Marketing industry that doesn't have this book on their bookshelf, WHY? This book is full of information that is still applicable today and we can all learn a few things from the master. Written in such a way that you feel that Mister Ogilvy is speaking to you.

David Ogilvy writes with such a refreshing and entertaining prose that you will unknowingly find yourself smiling (and laughing) as you read along. Confession of an Advertising Man book was written in 1963, and in 1988, Ogilvy updated the book with a chapter titled, "The Story Behind This Book." In it, he thought that the book would sell 4,000 copies, but it unexpectedly turned out to be a runaway best seller. Why did he write it? "First, to attract new clients to his advertising agency." (Such honesty!) Ogilvy delights us with wonderful tales of his career at the Hotel Majestic in Paris before he founded Ogilvy and Mather. Tales of the head chef, Monsieur Pitard, ("who was dressed, when off-duty, like an international banker") who ruled the kitchen with a rod of iron and inspiring many people (including Ogilvy) is in the first chapter on "How to Manage an Advertising Agency." This little book has useful timeless advertising advice given in every sentence, every paragraph, and every page, filled with interesting personal stories from an advertising genius.

Great

This book is similar in content to Ogilvy's other masterpiece, "Ogilvy on Advertising", but with more emphasis on the sales aspects of the advertising business. "Confessions" is also more autobiographical. Ogilvy's stories about his background, building his agency, and dealing with clients are fascinating. Given Ogilvy's talent as a copywriter, the book is obviously a pleasure to read. For example--"How do you decide what kind of image to build? There is no short answer: Research cannot help you much here. You have to actually get to use judgment. (I notice increasing reluctance on the part of marketing executives to use judgment; they are coming to rely too much on research, and they use it as a drunkard uses a lamp post, for support rather than for illumination.)" Anyone engaged in any aspect of advertising, marketing, or top level management should get plenty out of this book. It's a how-to manual for total success.

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