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In this guide, the once considered father of modern advertisement uncovers his secrets to a successful advertisement. David Ogilvy, the father

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Confessions of an Advertising Man is a 1963 book by David Ogilvy. It is considered required reading in many advertising classes in the United States. Ogilvy

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Confessions of an Advertising Man, a book my advertising-man father gave me to read when I was 12 (an age of high susceptibility to prose

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"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

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