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The Unpublished David Ogilvy.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

Editions of The Unpublished David Ogilvy by David Ogilvy

First collected by his devoted family and colleagues as a seventy-fifth birthday present, The Unpublished David Ogilvy collects a career's worth of public and private communications—memos, letters, speeches, notes, and interviews—from the "Father of Advertising"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The Unpublished David Ogilvy by David Ogilvy is a collection—made by some of David Ogilvy's colleagues—of many things that he has said or written but never published.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.

Summary & Review: The Unpublished David Ogilvy by David Ogilvy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The Unpublished David Ogilvy: Ogilvy, David, Young, Miles ...

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