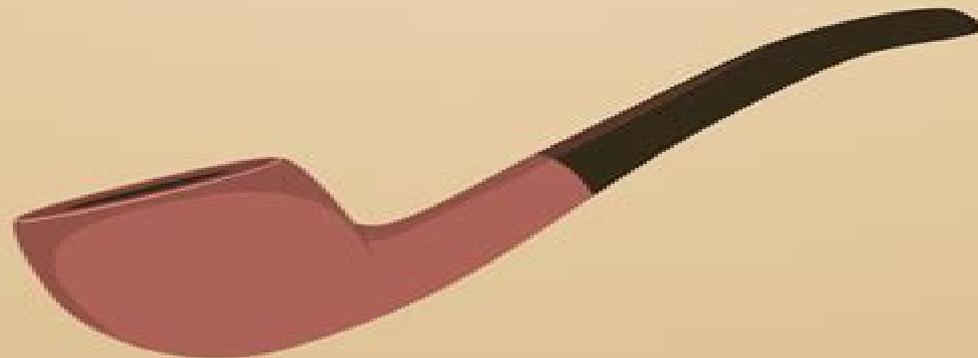


Confessions of an Advertising Man



David Ogilvy

Confessions Of An Advertising Man

David Ogilvy



Confessions Of An Advertising Man:

Confessions of an Advertising Man David Ogilvy,2004 Confessions of an Advertising Man is the distillation of all the successful Ogilvy concepts tactics and techniques that made this book an international bestseller Regarded as the father of modern advertising David Ogilvy created some of the most memorable advertising campaigns that set the standard for others to follow Anyone aspiring to be a good manager in any kind of business should read this Confessions of an Advertising Man David Ogilvy,1963 Mr Ogilvy reveals among other professional secrets how he gets clients how to write potent copy and how to rise to the top of the advertising field *Summary* Chase Adams,2018-07-31 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 was partly an advertising copywriter and the book is written as though the entire book was advertising copy It contains eleven sections How to Manage an Advertising Agency How to Get Clients How to Keep Clients How to be a Good Client How to Build Great Campaigns How to Write Potent Copy How to Illustrate Advertisements and Posters How to Make Good Television Commercials How to Make Good Campaigns for Food Products Tourist Destinations and Proprietary Medicines How to Rise to the Top of the Tree Should Advertising Be Abolished In August 1963 5000 copies of the book were printed By 2008 more than 1 000 000 copies had been printed CONFESSIONS OF AN ADVERTISING MAN 2ND E

Ogilvy,1989-01-09 David Ogilvy was an advertising genius 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 His views are timeless and form a blueprint for good practice in business Book jacket *Confessions of an Advertising Man. [With Facsimiles.]*. David Ogilvy (Advertising Agent.),1964

Confessions of an Advertising Man David Ogilvy,1987-01-01 **Confessions of an Advertising Man** David Ogilvy (Werbefachmann),1964 **Advertising Strategy** Tom Altstiel,Jean Grow,2006 Advertising Strategy provides students with the experience of an actively teaching professor at one of the top advertising programs in the country and a working creative director agency principle Altstiel and Grow get right to the point by stressing key principles illustrating them and then providing practical information students and working professionals can use Unlike many books that focus on only work created for large consumer accounts by mega agencies this text also covers business to business in house and small agency work Key Features Up to date examples over half were produced in the last two years Writing for the Internet Interactive Marketing the most comprehensive and up to date general copywriting text that covers the Internet Diversity discussion a whole chapter is devoted to these issues plus examples and case histories related to issues of diversity are woven throughout the text War Stories the authors tracked down some of the hottest professionals in the business and their anecdotes bring real world experience into each chapter They are part case history part lessons to be learned and sometimes very funny Words of Wisdom timely quotes from some of the most influential people in our business past and present These quotes bring

key points to life in every chapter Who's Who short biographies of people mentioned in the book Located at the end of each chapter these blurbs sometimes include very personal information provided directly by these people

When Ads Work David M Jones,2015-03-26 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact When Ads Work argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent He exposes sales promotions as wasteful especially when they are unsupported by advertising and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion When Ads Work offers eye opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore

Phishing for Phools George A. Akerlof,Robert J. Shiller,2015-09-22 Why the free market system encourages so much trickery even as it creates so much good Ever since Adam Smith the central teaching of economics has been that free markets provide us with material well being as if by an invisible hand In Phishing for Phools Nobel Prize winning economists George Akerlof and Robert Shiller deliver a fundamental challenge to this insight arguing that markets harm as well as help us As long as there is profit to be made sellers will systematically exploit our psychological weaknesses and our ignorance through manipulation and deception Rather than being essentially benign and always creating the greater good markets are inherently filled with tricks and traps and will phish us as phools Phishing for Phools therefore strikes a radically new direction in economics based on the intuitive idea that markets both give and take away Akerlof and Shiller bring this idea to life through dozens of stories that show how phishing affects everyone in almost every walk of life We spend our money up to the limit and then worry about how to pay the next month's bills The financial system soars then crashes We are attracted more than we know by advertising Our political system is distorted by money We pay too much for gym memberships cars houses and credit cards Drug companies ingeniously market pharmaceuticals that do us little good and sometimes are downright dangerous Phishing for Phools explores the central role of manipulation and deception in fascinating detail in each of these areas and many more It thereby explains a paradox why at a time when we are better off than ever before in history all too many of us are leading lives of quiet desperation At the same time the book tells stories of individuals who have stood against economic trickery and how it can be reduced through greater knowledge reform and regulation

CONFESSIONS OF AN ADVERTISING MAN DT. David Ogilvy,1975 *Personal Confessions of an Advertising Man* Luis Bassat,2009 **Confessions of an Ad Man** David Ogilvy,1978-02-12 **The Printing Art Sample Book** ,1915 *Fundamentals of Copy & Layout* Albert C. Book,C. Dennis

Schick,1997 This book offers clear concise information to lead you through the copy and layout process for advertisements in newspapers consumer magazines direct response outdoor television radio and interactive media An essential resource for anyone in the field this book highlights the philosophies of advertising s great names such as Bill Bernbach Leo Burnett David Ogilvy Jack Trout Rosser Reeves and others This hands on manual provides self quizzes assignments and cases to let you try your hand at solving actual copy and layout problems A comprehensive glossary rounds out the volume

Printers' Ink ,1928 **Travelers Record** ,1890 **The Printing Art Suggestion Book** ,1915 **The Social Impact of Advertising** Tony Kelso,2018-09-14 Composed with a touch of the panache of a former advertising copywriter Kelso challenges readers to reflect on the social impact of advertising from multiple angles The book uniquely combines personal anecdotes with a penetrating look at some of the most critical perspectives toward the field advanced by media scholars A play on David Ogilvy s legendary Confessions of an Advertising Man the text disrupts the creative guru s account with a highly accessible critique of advertising suitable for classes in disciplines as various as cultural studies marketing media studies political science and sociology The book reflects the latest industry trends especially the migration from legacy to social media vehicles like Instagram and Snapchat Topics covered include a brief history of modern advertising in the United States advertising s influence on the so called non advertising content of the media the ideological themes advertising inadvertently delivers how advertising can privilege or marginalize various social constructions of identity the controversial practice of targeting children and how corporations often use advertising to superficially present a positive face while masking their profoundly darker sides Incorporating a media literacy approach Kelso also offers an insider s overview of the typical procedures advertising agencies take in strategizing conceptualizing and delivering campaigns

Promotional Strategy James F. Engel,Martin R. Warshaw,Thomas C. Kinnear,1991

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