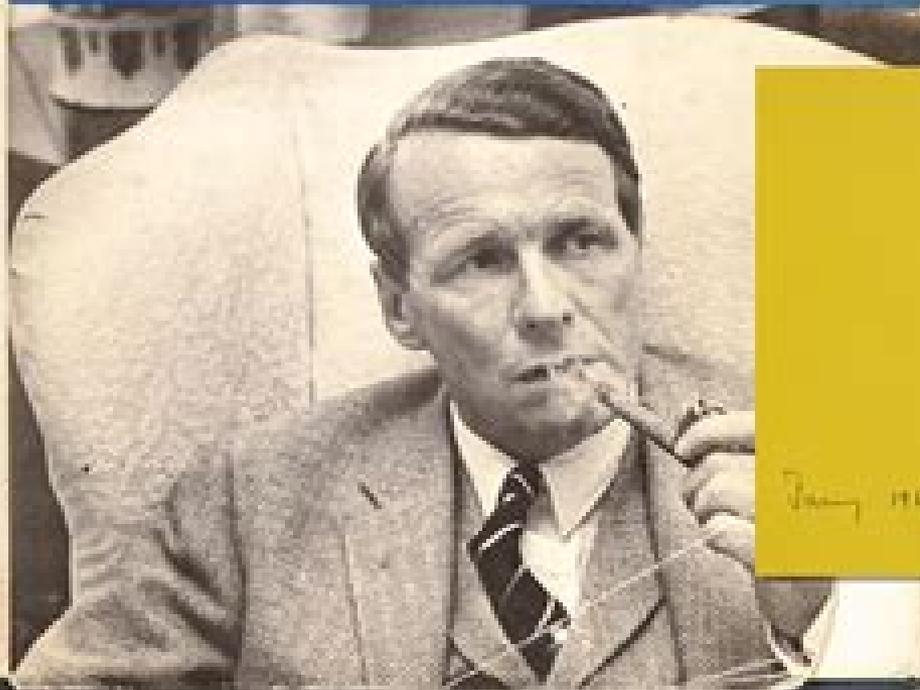


CONFESSIONS OF AN ADVERTISING MAN

advertising

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Confessions
of an
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January 1966

Confessions Advertising Man David Ogilvy

Tom Altstiel, Jean Grow



Confessions Advertising Man David Ogilvy:

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 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 *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 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 *The Holiday Makers* Richard K. Popp,2012-05-16 Between the 1930s and 1960s the spread of new transportation networks and the democratization of paid vacations struck many observers as a sign that tourism was growing into a folkway of modern American life Easy mobility and free time lay at the heart of this idealized vision and vacations were seen as a ritualized expression of the movement and egalitarianism that characterized midcentury modernity The Holiday Makers tells

the story of how advertisers sold tourist travel in popular magazines during this era transforming consumer culture in the process

The Advertising Age Encyclopedia of Advertising John McDonough, Karen Egolf, 2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert

When Ads Work John Philip Jones, 2006-10-12 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

Business Bloomsbury Publishing, 2011-06-06 The essential guide to the world of work and careers Crammed with top quality content from the world's leading business writers and practitioners BUSINESS is the only guide to business you'll ever need

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

Confessions of an Advertising Man. [With Facsimiles.] David Ogilvy (Advertising Agent.), 1964

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My First 65 Years in Advertising Maxwell Sackheim, 1975

The New Yorker, 2005

The Interplay of Influence Kathleen Hall Jamieson, Karlyn Kohrs Campbell, 1988

Advertisers Weekly, 1963

Celebrate Your Mistakes John W. Holt, Jon Stamell, Melissa Field, 1996 This management handbook explains why it is important to look closely at failures and what can be learnt from them The value of risk taking is explained and the text

includes anecdotes exercises practical tips and examples including how to choose a b **Now** ,1964 Quotationary
Leonard Roy Frank,2000-09 **Random House Webster's Quotationary** ,2008 A comprehensive collection of quotations
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