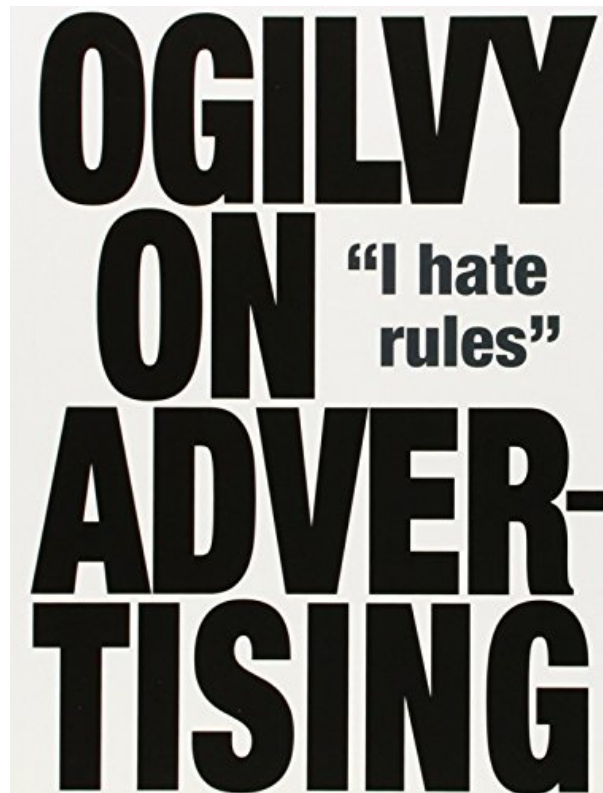


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## From the Inside Flap

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." 223 photos.

## About the Author

DAVID OGILVY is the founder of Ogilvy & Mather, one of the top ten advertising agencies in the world. Mr. Ogilvy lives at the Chateau de Touffou in Bonnes, France.

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You'll learn something from this book! I'm sure of it!

By Nicholas J. Poduska

Great book for a newbie learning about marketing! This book doesn't have all the answers you may ask about marketing, but it answers a lot! He gives good basic guidelines that you should follow, not just as a marketer, but as a marketing firm and company. This is an old school book, so it doesn't include anything about digital marketing. But if you do any marketing outside the digital world, this is a great guide! Some chapters are better than others, depending on what you want to get out this book. I found the information for large marketing firms, TV ads, ads for travel, and ads for international firms to be boring, because that doesn't relate to me, but everything else was well worth my time! You might feel the same way, but remember, the marketing industry is big, with so many roles to play in it!

0 of 0 people found the following review helpful.

Advertising basics delightfully explained

By Joel Morris

If you are responsible for advertising or promoting a company, a product or a cause, this is a superlative

book to read. David Ogilvy, founder of Ogilvy & Mather advertising agency, was one of the most successful advertisers of the 20th century.

In the 21st century it is easy to get caught up with blogging, social media and email campaigns and think that somehow advertising methods of the past won't work here. Although written before the internet was something that everybody uses, the principles of advertising and his methods couldn't be more appropriate.

He was a great believer in market research and good, simple communication. His book is a perfect example - it is extremely easy to read, very entertaining, and wonderfully useful. There are tried-and-true ways to advertise that work and Ogilvy explains them well with examples of advertising you'll instantly recognize (if you were around in the second half of the 20th century). This book is more than worth its price if you need to advertise.

0 of 0 people found the following review helpful.

Good historical reference.

By Miguel Angel Esparza

Maybe I had big expectations over this classic reading, at the end, and as anticipated, some of the concepts and discussions are now outdated.

The part I enjoyed most was where Mr. Ogilvy gives a small biography and story behind those who he believes are the pillars of modern advertising. A good source to have in a snapshot interesting background of some of the biggest names in advertising.

Also, it was fun to read, at the end Mr. Ogilvy's prediction of changes to come in the future and compare them to what we know today it actually happen.

Enjoy the reading.

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