

Madscam



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Advertising industry insider George Parker dishes the dirt on big advertising agencies and reveals Madison Avenue's best-kept secret: that your business can produce the same quality ad campaigns on its own! In this no-holds-barred exposé of the dangers of dealing with ad agencies, Parker reveals exactly what you should do to create fantastic-looking, results-producing advertising at a reasonable cost. It's everything

Madison Avenue doesn't want you to know.

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