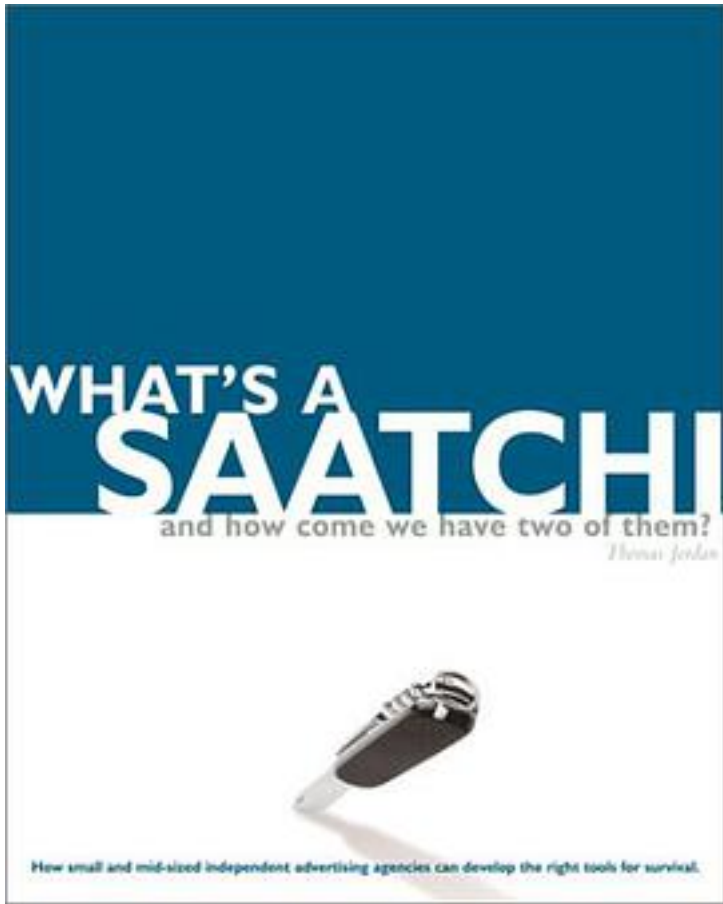


WHAT'S A SAATCHI...?



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While major cities like New York and Chicago get most of the accolades, Tom Jordan showcases the outstanding — and acclaimed — work in the hinterlands, in this case Wisconsin. Jordan's inspiring text, punctuated by 125 color illustrations from his company's award-winning ad campaigns, shows that talent and pluck trump size in

any business. The author’s company, Hoffman York, was named one of Advertising Age’s top 20 creative agencies in the U.S.

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