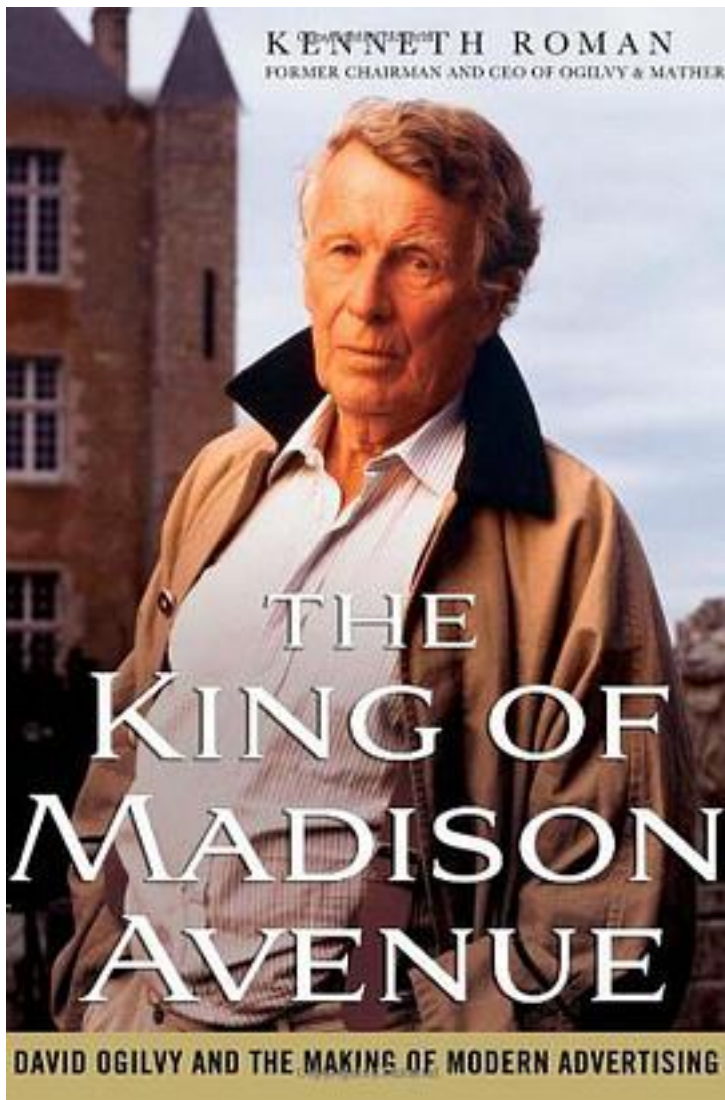


# The King of Madison Avenue



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Famous for his colorful personality and formidable intellect, David Ogilvy left an indelible mark on the advertising world, transforming it into a dynamic industry full of passionate, creative individuals. This first-ever biography traces Ogilvy's remarkable life, from his short-lived college education and undercover work during World War II to his many successful years in New York advertising. Ogilvy's fascinating life and career make for an intriguing study from both a biographical and a business standpoint. Idiosyncratic, full of contradictions, and characterized by a powerful intellect, he redefined the business and became an icon within the advertising world, inspiring countless people to devote their lives to it. This biography is based on a wealth of material from decades of working alongside the advertising giant, including a large collection of photos, memos, recordings, notes, and extensive archives of Ogilvy's personal papers. The book describes the creation of some of history's most famous advertising campaigns, such as: \* "The man in the Hathaway shirt" with his aristocratic eye patch \* "The man from Schweppes is here" with Commander Whitehead, the elegant bearded Brit, introducing tonic water (and "Schweppervesence") to the U.S. \* Perhaps the most famous automobile headline of all time--"At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock." \* "Pablo Casals is coming home--to Puerto Rico." Ogilvy said this campaign, which helped change the image of a country, was his proudest achievement. \* And his greatest (if less recognized) sales success--"DOVE creams your skin while you wash." Fifty years later, still on his original proposition that it doesn't dry your skin, Dove has become the largest selling cleansing brand in the world. Roman also carries Ogilvy's message into the present day, showing the contemporary relevance of the bottom-line focus for which his business ventures are remembered, and how this approach is still key for professionals in the modern advertising world.

作者介绍:

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标签

广告

ogilvy

商业

传记

## 评论

实在太流水了，不堪卒读。还是捏着鼻子读完了。英式写作连点都抓不住。19世纪末英国不再以每张报纸的广告为单位收税，打开广告之门。广告逐渐开始取代上门销售，而早期的生产者甚至需要广告商说服着试用广告，还觉得做广告比较低级。奥格威从销售出身，同时参加过Gallup投票统计，因此倾向用科学的统计手法，并以销售为根本目标进行广告设计。他天才地把Guinness啤酒和生蚝联系在一起，通过感官互通来刺激消费者购买的欲望；同时在哈瑟维服的男人中用单眼罩引发观众对故事性的兴趣刺激消费。奥格威的公司在与英国总部合并后于1964年上市，上市后通过并购大肆扩张，这点让奥格威自己也非常不安，因为融入了很多不同的文化和运营理念。当时Commission based的收费模式可能也是当时股神看好的原因之一。

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worth reading

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不是为了知识真的不能读啊。。忒次了

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做广告的人一定一定一定要读

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大学进入广告专业的第一本书就是《一个广告人的自白》，今天可以读到别人写他的传记了，看看是否有些什么新故事。

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## 书评

郭德纲说很多当代的相声演员是厨子转业。广告人的行业也如此。如雷贯耳的大卫奥格威，也曾经是一个很穷的厨子。后来还做过上门推销炉子的销售。也做过农民。但在100年前的美国，平凡人容易有梦，梦想似乎更容易实现。慕名前去麦迪逊大道朝圣，除了那些大高楼，我却没见到什...

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