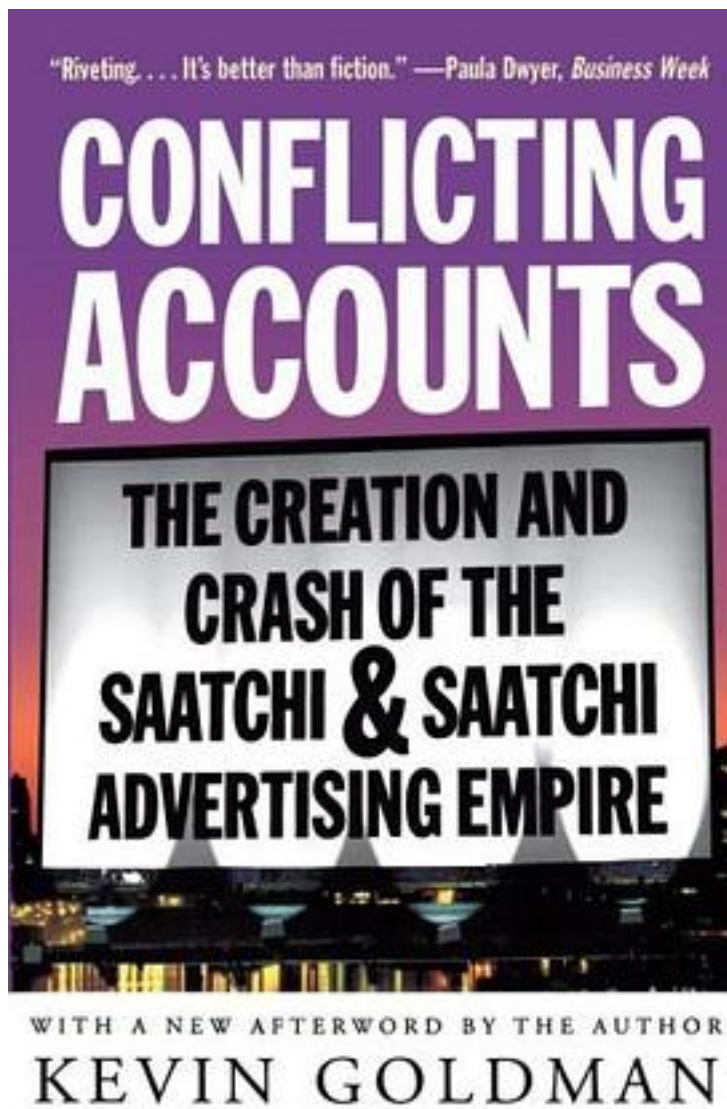


Conflicting Accounts



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著者:Kevin Goldman

出版者:Touchstone

出版时间:1998-1-6

装帧:Paperback

isbn:9780684835532

Conflicting Accounts is the story of the rise, crash, and rebirth of the largest and arguably most significant advertising agency in the world -- Saatchi and Saatchi. Author Kevin Goldman, former daily advertising columnist for the Wall Street Journal, guides us through a lushly detailed account of the feats and foibles of two of the most colorful characters in the ad business: the reclusive Charles Saatchi, a renowned art collector and the creative force behind Saatchi and Saatchi; and his younger brother Maurice, the ever-so-charming rainmaker whose tony lifestyle and questionable management skills eventually led to his downfall.

作者介绍:

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