

# Confessions of an Advertising Man



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著者:David Ogilvy

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A new edition of the timeless business classic featured on "Mad Men"--as fresh and relevant now as the day it was written ""We admire people who work hard, who are objective and thorough. We detest office politicians, toadies, bullies and pompous asses. We abhor ruthlessness. The way up our ladder is open to everybody. In promoting people to top jobs, we are influenced as much by their character as anything else." --David Ogilvy"" David Ogilvy was considered the "father of advertising" and a creative genius by many of the biggest global brands. First published in 1963, this seminal book revolutionized the world of advertising and became a bible for the 1960s ad generation. It also became an international bestseller, translated into 14 languages. Fizzing with Ogilvy's pioneering ideas and inspirational philosophy, it covers not only advertising, but also people management, corporate ethics, and office politics, and forms an essential blueprint for good practice in business.

作者介绍:

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## 标签

广告学

美国

广告

Ogilvy

English

David

阿听听

致用类

## 评论

Ogilvy makes footnotes sexy. Finished on 4/20/2014

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读起来挺有趣的，但毕竟年代久远

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Advertising man's self-analysis. Hopefully one day I can also be a social person to explore the inner self (but now "social person" seems to have become a network word).

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Basics of advertising, along with anecdotes from the industry, narrated in words both entertaining and inspiring.

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inspiring

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书评

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