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## Ogilvy on Advertising

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A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business". 223 photos.



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## **Editorial Review**

From the Inside Flap

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About the Author

DAVID OGILVY is the founder of Ogilvy & Mather, one of the top ten advertising agencies in the world. Mr. Ogilvy lives at the Chateau de Touffou in Bonnes, France.

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