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4.0 out of 5 stars

Breathtaking, in so
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February 4, 2017

Having been at Saatchi
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part of 20 years, this is a heady roller-coaster ride through the headiest period in Advertising.

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and groundbreaking
advertising of the last
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set up one of the most
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the world, Saatchi &
Saatchi, slurping up
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striking deals with British Airways, Silk Cut and Toyota. And then, come 1987, they want to buy Midland Bank, the fourth largest in Britain.

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