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Written more than 50 years ago, David Ogilvy ' s Confessions of an Advertising Man has two strengths. First, it tells you how to be successful in business. Second, he shows how great brands are created by selling the big idea to as many people as possible. In 1988 Ogilvy added a preface to explain why he wrote the book.

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David Ogilvy was an advertising genius. At the age of 37, he founded the New York-based agency that later merged to form the international company known as Ogilvy & Mather.

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Regarded as the father of modern advertising, Ogilvy was responsible for some of the most memorable advertising campaigns ever created.

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Confessions of an Advertising Man by David Ogilvy was originally published by Atheneum in 1963, and recently re-published by Southbank Publishing on 1/1/12 – order it from Amazon here or from Barnes & Noble here – or pick it up at your local bookseller (find one here).

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David Mackenzie Ogilvy CBE (/ ˈ ɒ ʊ l v i /; 23 June 1911 – 21 July 1999) was a British

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advertising tycoon, founder of Ogilvy & Mather, and known as the "Father of Advertising". Trained at the Gallup research organisation, he attributed the success of his campaigns to meticulous research into consumer habits.

David Ogilvy (businessman) - Wikipedia

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