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Written more than 50 years ago,
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in business. Second, he shows how
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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. Regarded as the father of modern advertising, Ogilvy was responsible for some of the most memorable advertising campaigns ever created.

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any business, this seminal work is a must-read.

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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 (/oʊˈlvi /; 23 June 1911 – 21 July 1999) was a British 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.

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