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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.

Confessions of an Advertising Man by David Ogilvy
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have mentioned this book is a classic ogilvy s wisdom is only matched by his wit some takeaways 1 the wrong advertising can actually reduce the sales of a product pg 9 2 if you are lucky enough to write a good advertisement repeat it until it stops selling'

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