

David Ogilvy How To Create Advertising That Sells Copy

Strategies for Business and Technical WritingOgilvy on AdvertisingPublications of the Scottish History SocietyPublications of the Scottish History SocietyMiscellany of the Scottish History SocietyHow to Get the Right Job in AdvertisingHistory of Arbroath to the Present TimePaterson's national benefit: a treatise on how to propagate and cultivate potatoesHow to Start and Operate a Mail-order BusinessContemporary American Business LeadersThe Durham University JournalAdweekTelevision/radio AgeNew YorkFar Eastern Economic ReviewThe book of Scottish anecdote, collected and ed. by A. HislopNew AgeAgency new business tacticsContemporary AdvertisingNewsweek Kevin J. Harty David Ogilvy Scottish History Society Scottish History Society Frank Kirkpatrick George Hay Mrs. William Paterson Julian Lincoln Simon John N. Ingham University of Durham Alexander Hislop (publisher) Executive Communications, Inc William F. Arens Samuel Thurston Williamson

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David Ogilvy is the father of advertising and in this new format of his seminal classic he teaches you how to sell anything the most sought after wizard in the advertising business. Times Magazine from the most successful advertising executive of all time comes the definitive guide to the art of any sale. Everything from writing successful copy to finding innovative ways to engage people and from identifying with your audience to the various ways to sell a lifestyle. Ogilvy on Advertising looks at what sells, what doesn't, and why, and in doing so he teaches what you can do to sell the most brilliant item of all yourself from a titan of not just

the advertising industry but the business world this book is david ogilvy s final word on what you re doing wrong in any pitch and how you can finally fix it

lists five hundred mail order products which have proved profitable and explains the strategies for successful advertising and marketing

includes biographies of 116 people whom the authors considered historically most significant from post world war ii to the present its introduction is an excellent review of significant happenings in u s business the rise of automobile manufacturing which spawned service stations that resulted in customized auto repair shops is one example used to depict the evolution of u s industry this is an important purchase for any public academic or corporate library that has a clientele interested in current u s business reference books bulletin this work contains 116 biographies of american business leaders since world war ii because many of these are multiple biographies the dictionary covers more than 150 individual business leaders the book features full scale biographies running several pages in length on leaders who were chosen specifically to illustrate major american business trends from 1945 to the present a detailed introductory essay places these business leaders within the context of the most important business trends of the time providing the reader with an in depth incisive view of the evolution of american business during a period of critical transformation the dictionary also includes a number of female and black business leaders thereby charting their contributions to american business during a time when the civil rights crusade and the drive for women s rights opened up increasing opportunities for those groups each biography in this collection is followed by a detailed bibliography the backmatter includes a number of appendices that allow the reader to pursue biographies of business leaders according to industry company location of business operations and birthplace along with listings of black and women business leaders this volume would make a valuable addition to any university or public library collection and it would be of great use to anyone interested in business history or management

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