



The Unpublished David Ogilvy: A Selection of His Writings from the Files of His Partners

By David Ogilvy

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This second edition was issued by the Ogilvy Group five months after the first, which was a limited hardcover edition. The second edition was issued in paperback, and was avidly sought after by Ogilvy's colleagues and admirers in the world of advertising. The book was published in a hardcover trade edition by Crown in 1987. A marketing and advertising classic.

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- Sales Rank: #4089263 in Books
- Published on: 1986
- Binding: Paperback
- 150 pages

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