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In my Confessions of an Advertising Man, published in 1963, I told the story of how Ogilvy & Mather came into existence, and set forth the principles on which our early success had been based.

### **David Ogilvy**

Ogilvy says that the advertising techniques that work in business-to-business advertising are the same as the ones that work for consumer advertising, such as promising the reader a benefit, news, testimonials, and helpful information.

### **Ogilvy on Advertising By David Ogilvy**

Ogilvy on Advertising was written in 1983 by David Ogilvy. He was a prominent advertiser who shared his knowledge about how to advertise, how to get a job in advertising, and described changes happening in the world of advertising at the time.

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David Ogilvy " Confessions of an Advertising Man Background As A CHILD I lived in Lewis Carroll's house in Guildford. My father, whom I adored, was a Gaelic-speaking highlander, a classical

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