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Confessions of an Advertising Man is a 1963 book by David Ogilvy. It is considered required reading in many advertising classes in the United States. Ogilvy was partly an advertising copywriter, and the book is written as though the entire book was advertising copy. It contains eleven sections:

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Confessions of an Advertising Man by David Ogilvy

Confessions of an Advertising Man is the distillation of all the Ogilvy concepts, tactics, and techniques that made this international best-seller a blueprint for sound business practice. If you aspire to be a good manager in any business, this seminal work is a must-read.

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In Germany (and across the globe) Ogilvy & Mather is one of the most famous ones, and it was founded by the author of Confessions Of An Advertising Man, David Ogilvy, in 1948.

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Confessions of an Advertising Man (1963) David Ogilvy wrote this iconic book in 1963, fourteen years after launching his wildly successful advertising agency. Confessions quickly became an international bestseller, selling millions of copies and being translated into 14 languages. Media Week called it “Required reading for anyone in business.”

“Confessions of an Advertising Man”, by David Ogilvy ...

“Much of the messy advertising you see on television today is the product of committees. Committees can criticize advertisements, but they should never be allowed to create them.” — David Ogilvy, Confessions of an Advertising Man

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Creating successful advertising is a craft, part inspiration but mostly know-how and hard work. If you have a modicum of talent, and know which techniques work at the cash register, you will go a long way. 2. The temptation to entertain instead of selling is contagious. 3. The difference between one advertisement and another, when measured in

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Confessions of an Advertising Man (1963) is a collection of advice and techniques for building successful advertising campaigns and agencies. Written in the era of Mad Men, the book is still considered essential reading in the advertising industry, but also provides advice for aspiring managers in any business.

Confessions of an Advertising Man by David Ogilvy

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