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Written more than 50  
years ago, David

Ogilvy's Confessions of  
an Advertising Man has  
two strengths. First, it  
tells you how to be  
successful in business.  
Second, he shows how  
great brands are created  
by selling the big idea to  
as many people as  
possible. In 1988 Ogilvy

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added a preface to explain why he wrote the book.

## Ogilvy Ascall

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David Ogilvy was an advertising genius. At the age of 37, he founded the New York-based agency that later merged to form the international company

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known as Ogilvy & Mather. Regarded as the father of modern advertising, Ogilvy was responsible for some of the most memorable advertising campaigns ever created.

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Advertising Man is a  
1963 book by David  
Ogilvy. It is considered  
required reading in  
many advertising  
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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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Mr. David Ogilvy & Mather (1911–1999)

Mr. David Ogilvy & Mather (1911–1999) 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.

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David Ogilvy  
(businessman) -  
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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.

DAVID OGILVY

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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



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copies and being translated into 14 languages. Media Week called it "Required reading for anyone in business."

"Confessions of an Advertising Man" "summary and review ... Confessions of an Advertising Man by David Ogilvy 3,759 ratings, 4.08 average

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and company culture.

The Huffington Post " "I would like to make it mandatory that

everyone in advertising read David Ogilvy's first book, Confessions of an Advertising Man at least once a year." George Parker in Business Insider" "Required reading for anyone in business" Media Week

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Advertising. This book was the original bible of advertising, way before "Hey Whipple Squeeze This". Ogilvy's book is a must read for anybody in advertising, or simply Mad Men series lovers.

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