



David Ogilvy: An Autobiography (Trailblazers)

By David Ogilvy

Download now

Read Online ➔

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy

A unique personality . . .

"Ogilvy, the creative force of modern advertising." --The New York Times

"Ogilvy's sharp, iconoclastic personality has illuminated the industry like no other ad man's." --Adweek. .

an acclaimed author.

Praise for Confessions of an Advertising Man by David Ogilvy

"A writing style that snaps, crackles, and pops on every page." --The Wall Street Journal.

"An entertaining and literate book that can serve as a valuable primer on advertising for any businessman or investor." --Forbes.

"I remembered how my grandfather had failed as a farmer and become a successful businessman. Why not follow in his footsteps? Why not start an advertising agency? I was thirty-eight. . . .no credentials, no clients, and only \$6,000 in the bank."

Whatever David Ogilvy may have lacked in money and credentials, he more than made up for with intelligence, talent, and ingenuity. He became the quintessential ad man, a revolutionary whose impact on his profession still reverberates today. His brilliant campaigns went beyond successful advertising, giving rise to such pop culture icons as the famous Hathaway shirt man with his trademark black eyepatch. His client list runs the gamut from Rolls Royce to Sears Roebuck, Campbell's Soup to Merrill Lynch, IBM to the governments of Britain, France, and the United States.

How did a young man who had known poverty as a child in England, worked as a cook in Paris, and once sold stoves to nuns in Scotland climb to the pinnacle of the fast-paced, fiercely competitive world of advertising? Long before storming

Madison Avenue, David Ogilvy's life had already had its share of colorful experiences and adventure. Now, this updated edition of David Ogilvy's autobiography presents his extraordinary life story and its many fascinating twists and turns.

Born in 1911, David Ogilvy spent his first years in Surrey (Beatrix Potter's uncle lived next door, and his niece was a frequent visitor). His father was a classical scholar who had played rugby for Cambridge. "My father . . . did his best to make me as strong and brainy as himself. When I was six, he required that I should drink a tumbler of raw blood every day. When that brought no result, he tried beer. To strengthen my mental faculties, he ordered that I should eat calves' brains three times a week. Blood, brains, and beer: a noble experiment." Before marrying, his mother had been a medical student.

When World War I brought economic disaster to the family, they were forced to move in with relatives in London. Scholarships to boarding school and Oxford followed, and then, fleeing academia, Ogilvy set out on the at times surprising, at times rocky road to worldwide recognition and success. His remarkable journey would lead the ambitious young man to America where, with George Gallup, he ran a polling service for the likes of Darryl Zanuck and David O. Selznick in Hollywood; to Pennsylvania, where he became enamored with the Amish farming community; and back to England to work for British Intelligence with Sir William Stephenson. Along the way, with the help of his brother, David Ogilvy secured a job with Mather and Crowther, a London advertising agency. The rest is history.

An innovative businessman, a great raconteur, a genuine legend in his own lifetime, David Ogilvy is one of a kind. So is his autobiography.

 [Download David Ogilvy: An Autobiography \(Trailblazers\) ...pdf](#)

 [Read Online David Ogilvy: An Autobiography \(Trailblazers\) ...pdf](#)

David Ogilvy: An Autobiography (Trailblazers)

By David Ogilvy

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy

A unique personality . . .

"Ogilvy, the creative force of modern advertising." --The New York Times

"Ogilvy's sharp, iconoclastic personality has illuminated the industry like no other ad man's." --Adweek. .

an acclaimed author.

Praise for Confessions of an Advertising Man by David Ogilvy

"A writing style that snaps, crackles, and pops on every page." --The Wall Street Journal.

"An entertaining and literate book that can serve as a valuable primer on advertising for any businessman or investor." --Forbes.

"I remembered how my grandfather had failed as a farmer and become a successful businessman. Why not follow in his footsteps? Why not start an advertising agency? I was thirty-eight. . . .no credentials, no clients, and only \$6,000 in the bank."

Whatever David Ogilvy may have lacked in money and credentials, he more than made up for with intelligence, talent, and ingenuity. He became the quintessential ad man, a revolutionary whose impact on his profession still reverberates today. His brilliant campaigns went beyond successful advertising, giving rise to such pop culture icons as the famous Hathaway shirt man with his trademark black eyepatch. His client list runs the gamut from Rolls Royce to Sears Roebuck, Campbell's Soup to Merrill Lynch, IBM to the governments of Britain, France, and the United States.

How did a young man who had known poverty as a child in England, worked as a cook in Paris, and once sold stoves to nuns in Scotland climb to the pinnacle of the fast-paced, fiercely competitive world of advertising? Long before storming Madison Avenue, David Ogilvy's life had already had its share of colorful experiences and adventure. Now, this updated edition of David Ogilvy's autobiography presents his extraordinary life story and its many fascinating twists and turns.

Born in 1911, David Ogilvy spent his first years in Surrey (Beatrix Potter's uncle lived next door, and his niece was a frequent visitor). His father was a classical scholar who had played rugby for Cambridge. "My father . . . did his best to make me as strong and brainy as himself. When I was six, he required that I should drink a tumbler of raw blood every day. When that brought no result, he tried beer. To strengthen my mental faculties, he ordered that I should eat calves' brains three times a week. Blood, brains, and beer: a noble experiment." Before marrying, his mother had been a medical student.

When World War I brought economic disaster to the family, they were forced to move in with relatives in London. Scholarships to boarding school and Oxford followed, and then, fleeing academia, Ogilvy set out on the at times surprising, at times rocky road to worldwide recognition and success. His remarkable journey

would lead the ambitious young man to America where, with George Gallup, he ran a polling service for the likes of Darryl Zanuck and David O. Selznick in Hollywood; to Pennsylvania, where he became enamored with the Amish farming community; and back to England to work for British Intelligence with Sir William Stephenson. Along the way, with the help of his brother, David Ogilvy secured a job with Mather and Crowther, a London advertising agency. The rest is history.

An innovative businessman, a great raconteur, a genuine legend in his own lifetime, David Ogilvy is one of a kind. So is his autobiography.

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy Bibliography

- Sales Rank: #577795 in Books
- Published on: 1997-02-13
- Original language: English
- Number of items: 1
- Dimensions: 9.49" h x .86" w x 6.36" l, 1.12 pounds
- Binding: Hardcover
- 196 pages



[Download David Ogilvy: An Autobiography \(Trailblazers\) ...pdf](#)



[Read Online David Ogilvy: An Autobiography \(Trailblazers\) ...pdf](#)

Editorial Review

Amazon.com Review

David Ogilvy is known for founding the Ogilvy & Mather advertising agency, but his life has been as ground-breaking as the campaigns he developed for clients like Hathaway Shirts and Schweppes. Originally published in 1978, *David Ogilvy: An Autobiography* recounts an incredible history that included daily tumbler of raw blood, encounters with Beatrix Potter and the real Alice in Wonderland, stints as a chef and secret service operative, and his eventual leadership role in the ad world.

From the Publisher

Known as the "advertising man," David Ogilvy, gives us an interesting and lively look into his life before and after his rise in the advertising world. His creative writing recounts the ups and downs of his adventures in a half dozen jobs and stories he experienced. Ogilvy's story recounts an eventful and exciting life of one of the business greats of this century.

From the Inside Flap

"I remembered how my grandfather had failed as a farmer and become a successful businessman. Why not follow in his footsteps? Why not start an advertising agency? I was thirty-eight.... no credentials, no clients, and only \$6,000 in the bank." Whatever David Ogilvy may have lacked in money and credentials, he more than made up for with intelligence, talent, and ingenuity. He became the quintessential ad man, a revolutionary whose impact on his profession still reverberates today. His brilliant campaigns went beyond successful advertising, giving rise to such pop culture icons as the famous Hathaway shirt man with his trademark black eyepatch. His client list runs the gamut from Rolls Royce to Sears Roebuck, Campbell's Soup to Merrill Lynch, IBM to the governments of Britain, France, and the United States. How did a young man who had known poverty as a child in England, worked as a cook in Paris, and once sold stoves to nuns in Scotland climb to the pinnacle of the fast-paced, fiercely competitive world of advertising? Long before storming Madison Avenue, David Ogilvy's life had already had its share of colorful experiences and adventure. Now, this updated edition of David Ogilvy's autobiography presents his extraordinary life story and its many fascinating twists and turns. Born in 1911, David Ogilvy spent his first years in Surrey (Beatrix Potter's uncle lived next door, and his niece was a frequent visitor). His father was a classical scholar who had played rugby for Cambridge. "My father ... did his best to make me as strong and brainy as himself. When I was six, he required that I should drink a tumbler of raw blood every day. When that brought no result, he tried beer. To strengthen my mental faculties, he ordered that I should eat calves' brains three times a week. Blood, brains, and beer: a noble experiment." Before marrying, his mother had been a medical student. When World War I brought economic disaster to the family, they were forced to move in with relatives in London. Scholarships to boarding school and Oxford followed, and then, fleeing academia. Ogilvy set out on the at times surprising, at times rocky road to worldwide recognition and success. His remarkable journey would lead the ambitious young man to America where, with George Gallup, he ran a polling service for the likes of Darryl Zanuck and David O. Selznick in Hollywood; to Pennsylvania, where he became enamored with the Amish farming community; and back to England to work for British Intelligence with Sir William Stephenson. Along the way, with the help of his brother, David Ogilvy secured a job with Mather and Crowther, a London advertising agency. The rest is history. An innovative businessman, a great raconteur, a genuine legend in his own lifetime, David Ogilvy is one of a kind. So is his autobiography.

Users Review

From reader reviews:

Evelyn Blow:

Book is to be different for each grade. Book for children until adult are different content. As we know that book is very important usually. The book David Ogilvy: An Autobiography (Trailblazers) ended up being making you to know about other knowledge and of course you can take more information. It is quite advantages for you. The e-book David Ogilvy: An Autobiography (Trailblazers) is not only giving you much more new information but also to get your friend when you really feel bored. You can spend your personal spend time to read your guide. Try to make relationship with the book David Ogilvy: An Autobiography (Trailblazers). You never sense lose out for everything in case you read some books.

Louise Reyes:

Now a day people that Living in the era exactly where everything reachable by interact with the internet and the resources in it can be true or not involve people to be aware of each info they get. How individuals to be smart in receiving any information nowadays? Of course the correct answer is reading a book. Studying a book can help persons out of this uncertainty Information especially this David Ogilvy: An Autobiography (Trailblazers) book as this book offers you rich facts and knowledge. Of course the data in this book hundred per-cent guarantees there is no doubt in it as you know.

Jordan Weatherspoon:

Your reading 6th sense will not betray anyone, why because this David Ogilvy: An Autobiography (Trailblazers) guide written by well-known writer who knows well how to make book that may be understand by anyone who else read the book. Written inside good manner for you, still dripping wet every ideas and writing skill only for eliminate your own hunger then you still doubt David Ogilvy: An Autobiography (Trailblazers) as good book not just by the cover but also by the content. This is one guide that can break don't judge book by its protect, so do you still needing one more sixth sense to pick this specific!? Oh come on your reading sixth sense already said so why you have to listening to a different sixth sense.

Scottie Hicks:

Don't be worry if you are afraid that this book will filled the space in your house, you may have it in e-book method, more simple and reachable. This David Ogilvy: An Autobiography (Trailblazers) can give you a lot of good friends because by you taking a look at this one book you have point that they don't and make you more like an interesting person. That book can be one of one step for you to get success. This book offer you information that perhaps your friend doesn't realize, by knowing more than different make you to be great men and women. So , why hesitate? Let me have David Ogilvy: An Autobiography (Trailblazers).

**Download and Read Online David Ogilvy: An Autobiography
(Trailblazers) By David Ogilvy #VXICNPASL5D**

Read David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy for online ebook

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy books to read online.

Online David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy ebook PDF download

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy Doc

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy Mobipocket

David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy EPub

VXICNPASL5D: David Ogilvy: An Autobiography (Trailblazers) By David Ogilvy