



# Ogilvy & Mather on Digital Advertising

*Miles Young*

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## **Ogilvy & Mather on Digital Advertising** Miles Young

David Ogilvy is well known and respected as the most successful adman of all time. His bestselling book, *Ogilvy on Advertising* gave valuable advice to young hopefuls and veterans of the industry wanting to improve their success rate. However, the book is now 30 years old and much has changed in the advertising industry. Written by current CEO Miles Young, *Ogilvy on Advertising in the Digital Age* examines all the changes that have taken place, from the digital revolution and the emerging markets of China, Korea and Japan, to the importance of branding and creating content for viewers to interact with. Enriched with examples from previous Ogilvy campaigns for international brands such as Coca-Cola, Louis Vuitton, IBM and American Express, plus anecdotes from Young's own career, this book reveals the secrets of successful advertising in the twenty-first century.

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