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Ogilvy on Advertising in the Digital Age Miles Young, 2018-01-16 From Miles Young worldwide non executive chairman of Ogilvy Mather comes a follow up to David Ogilvy's bestselling advertising handbook featuring essential strategies for the digital age In this must have sequel to the bestselling *Ogilvy On Advertising* Ogilvy chairman Miles Young provides top insider secrets and strategies for successful advertising in the Digital Revolution As comprehensive as its predecessor was for print and TV this indispensable handbook dives deep into the digital ecosystem discusses how to best collect and utilize data the currency of the digital age to convert sales specifically on screen phone tablet smart watch computer etc breaks down when and how to market to millennials highlights the top five current industry giants suggests best practices from brand response to social media and offers 13 trend predictions for the future This essential guide is for any professional in advertising public relations or marketing seeking to remain innovative and competitive in today's ever

expanding technological marketplace **Confissões de um publicitário** David Ogilvy, 2024-08-26 Escrito por David Ogilvy um dos publicitários mais bem sucedidos do mundo e um gênio criativo Confissões de um publicitário volta às livrarias em edição revista reunindo conselhos valiosos e teís para alcançar o sucesso no mundo da comunicação e do marketing David Ogilvy abriu a própria agência de publicidade em 1948 e nela trabalhou por quarenta anos Em Confissões de um publicitário livro que revolucionou o mercado da publicidade e propaganda nos anos 1960 Ogilvy utiliza sua experiência em variadas profissões e na administração da agência que fundou para estabelecer os fundamentos para o sucesso na criação de grandes campanhas na conquista e manutenção de clientes e na arte de comandar uma agência rumo liderança Considerado o pai da publicidade moderna Ogilvy expõe neste livro os fundamentos que o tornaram uma referência na área e escreve cartas revelando desde o processo de criação de ideias passando por dicas para escrever textos de divulgação e conselhos sobre posicionamento com clientes e adversários Nada escapa ao autor que compartilha a melhor maneira de se portar como um bom publicitário e como consumidor e categorico ao afirmar a importância das pesquisas de mercado no desenvolvimento de campanhas Trazendo as ideias pioneiras de Ogilvy e sua filosofia inspiradora este não apenas um livro sobre publicidade mas uma verdadeira aula sobre gestão de pessoas e ética no mercado de trabalho Longe de estar datado o ousado e inteligente Confissões de um publicitário contém o m todo que se mostra aplicável ainda nos dias de hoje tanto para conquistar quanto para manter consumidores fiéis Um dos legados mais sólidos e permanentes para o ofício e para o negócio da comunicação e do marketing □□ □ □ □ □ □, 2025-10-02 5 5 **CONFESSIONS OF AN ADVERTISING MAN 2ND E** Ogilvy, 1989-01-09 David Ogilvy was an

advertising genius Confessions of an Advertising Man is the distillation of all the successful Ogilvy concepts tactics and techniques that made the book an international bestseller If you aspire to be a good manager in any kind of business then this is a must read His views are timeless and form a blueprint for good practice in business Book jacket **Scientific Advertising** Claude C. Hopkins, 2019-09-18 Nobody should be allowed to have anything to do with advertising until he has read this book seven times It changed the course of my life Advertising legend David Ogilvy Scientific Advertising begins with a simple declarative statement The time has come when advertising has in some hands reached the status of a science It is based on fixed principles and is reasonably exact The causes and effects have been analyzed until they are well understood And in 21 concise chapters Claude C Hopkins covers the essence of good advertising Beyond the points to be made about telling a story using headlines and art being specific and providing vital information and using samples and testing campaigns this book clearly demonstrates why Hopkins was an expert on the best marketing policies Almost a century after its initial publication this little volume remains useful to those entering any area of the business world More than an account of Hopkins's thoughts about good salesmanship it is a window into a bygone era and the early decades of the American business of advertising Confesiones de un publicitario David Ogilvy, 2024-10-28 Un eterno clásico de la publicidad un libro tan actual y pertinente hoy en día como en el momento en que se escribió Admiramos a las personas que trabajan duro que

son objetivas y meticulosas Detestamos a los políticos de oficina a los aduladores a los matones y a los vanidosos Aborrecemos la crueldad Todos pueden subir por nuestra escalera A la hora de ascender a los puestos más altos nos influye tanto su carácter como cualquier otra cosa David Ogilvy David Ogilvy fue considerado el padre y gurú de la publicidad y un genio creativo por muchas de las grandes marcas mundiales Publicado por primera vez en 1963 este libro revolucionó el mundo de la publicidad y se convirtió en libro de cabecera para la generación publicitaria durante décadas siendo best seller internacional traducido a más de 14 idiomas Repleto de las ideas pioneras y la filosofía inspiradora de Ogilvy abarca no sólo la publicidad sino también la gestión de personas la ética empresarial y la política de agencia y constituye un modelo esencial para las buenas prácticas en los negocios

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Scientific Advertising Claude Hopkins,2011-06-01 Unlike any other reprint of the original unedited 1923 text by Claude Hopkins this version provides more practical information on how to implement the concepts that Hopkins made famous Each chapter is linked to a web video where marketing maverick Pete Mitchell is grilled about the real life implementation of the ideas made famous in this book This groundbreaking book is essential reading for anyone looking to generate an never ending supply of qualified prospects begging to do business with them David Ogilvy once said Nobody should be allowed to have anything to do with advertising until he has read this book seven times It changed the course of my life Experience this unique version of Scientific Advertising and crush your competition like ants on the sidewalk

Scientific Advertising, By Claude Hopkins. Introduced by David Ogilvy Claude C. Hopkins,1923 **How Advertising Works** Ogilvy Center for Research and Development,1986

My Life In Advertising and Scientific Advertising Claude C. Hopkins,2022-10-08 Bringing the best of Claude C Hopkins together Here you'll get two landmark works in one and discover his fixed principles and basic fundamentals that still prevail today 1 Scientific Advertising is a book written by Claude C Hopkins and is cited by many advertising and marketing personalities such as David Ogilvy Gary Halbert and Jay Abraham as a must read book The Book contains many principles that are common in all performance based marketing today such as the idea of testing and measuring ad effectiveness writing to one person understanding and using psychology basing advertising on sales eliminating risk learning what the thousands want to understand what the millions will buy It is indeed impossible to say one understands advertising without

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