



The Education of an Adman (Hardback)

By Bob Burriesci

Strategic Book Publishing Rights Agency, LLC, 2014. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Education of an Adman provides industry insights by including about 50 anecdotes spanning a period of 35 years of the author's career as an account executive with New York advertising agencies. It is a true story of the quirky, unconventional nature of all aspects of the business, from strategic planning, research, creative, media planning and buying, to production and legal aspects of the job. Spanning the period 1969 to 2003, the book includes a myriad of characters, some of whom were among the greats and some who weren't so good. It evaluates fellow workers for their idiosyncratic, strange, and sometimes shameful behavior. It brings credence to the adage expect the unexpected, and emphasizes the need to figure it out for yourself. There is a saying that if you give someone a fish, that person has a meal. But if you teach someone how to fish, that person has meals for a lifetime. I feel this way about teaching, says Bob Burriesci. We give students the tools with which to make a living for their lifetimes. In...



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