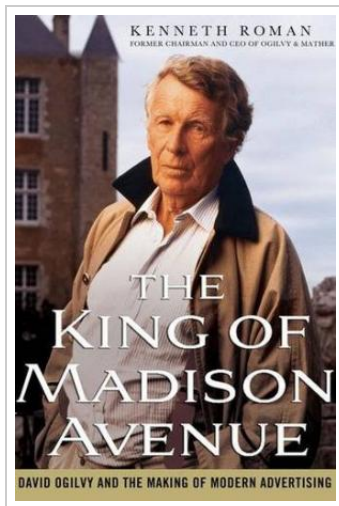




The King of Madison Avenue: David Ogilvy and the Making of Modern Advertising

By Roman, Kenneth

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