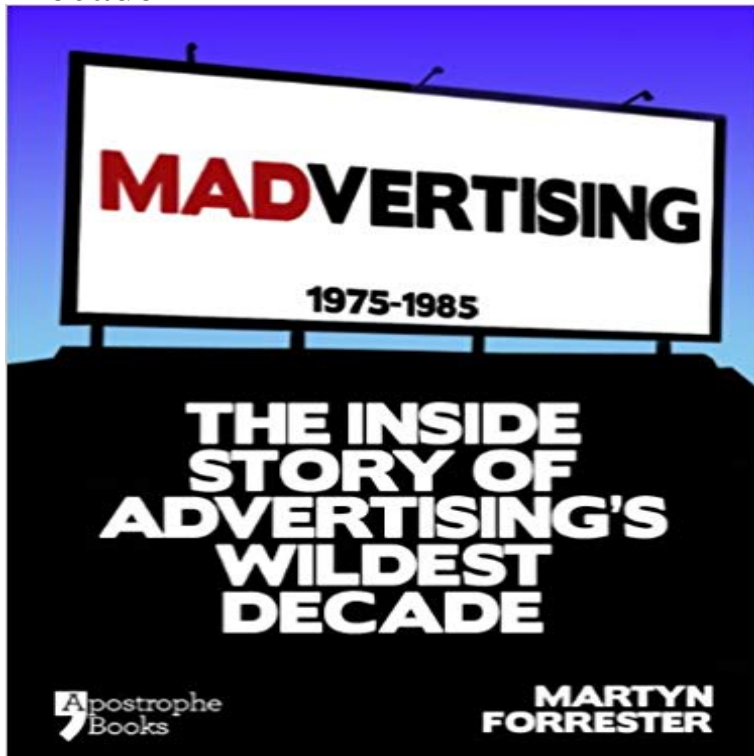


Madvertising: 1975-1985: The Inside Story Of Advertisings Wildest Decade



A humorous look at the wild world of British advertising when it was at the pinnacle of its power, in the 1970s and 80s. Written by an insider, it lifts the lid on the real disasters and in-fighting that took place; and reveals how to get in, how to get out and how to market. This book was first published as *Everything You Always Suspected Was True About Advertising But Were Too Legal, Decent and Honest to Ask*, and has been re-released with a new chapter.

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