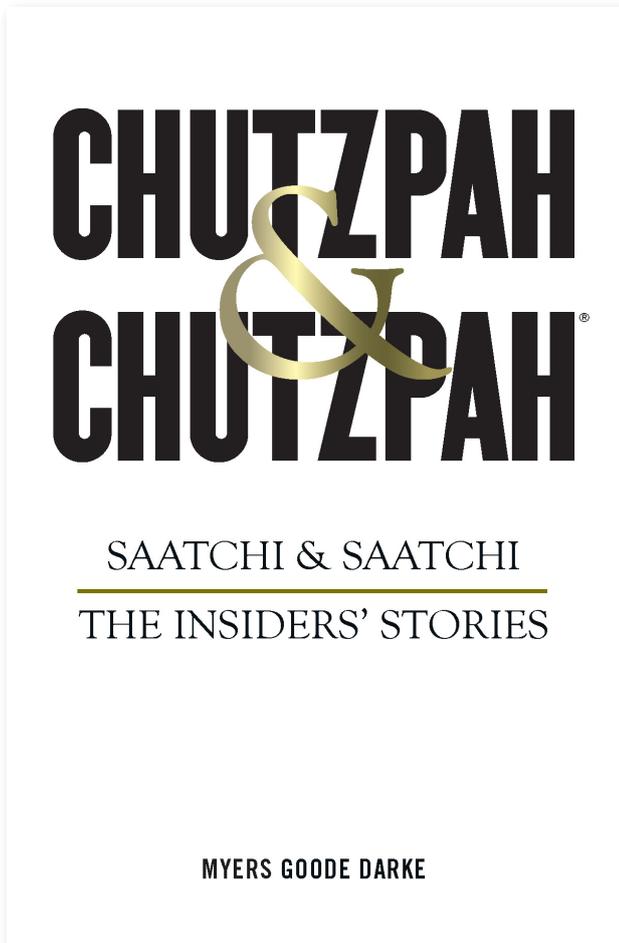


CHUTZPAH & CHUTZPAH

Saatchi & Saatchi: The Insiders' Stories

Richard Myers, Simon Goode and Nick Darke



**NAME THE FIRST
ADVERTISING AGENCY
THAT COMES INTO
YOUR HEAD.**

EXACTLY.

This is the story of the rise and rise of advertising giant Saatchi & Saatchi as it has never been told before. With over 200 astonishing first-hand accounts from the people who were really there, this is a fascinating insight into a remarkable success story and an unorthodox business.

Responsible for generating some of the most memorable and groundbreaking advertising of the last fifty years, Saatchi & Saatchi became infamous in their own right. Made up of maverick thinkers and ingenious talent, they broke rules and won big pitches, attracting the business of some of the world's most successful companies.

For the first time, the extraordinary story of Saatchi & Saatchi's meteoric rise is told by those instrumental in its success – creatives, account handlers, PAs and directors – each with their own fascinating stories to tell.

**Published on 2nd February 2017, Hardback,
£20 (Michael O'Mara books)**

Chutzpah & Chutzpah tells the story of the extraordinary success of the world's most famous – and sometimes infamous – advertising agency. Saatchi & Saatchi's company motto is 'nothing is impossible', and for the maverick and fearless Saatchi brothers, whose personalities and limitless ambition shaped the company, chutzpah (audacity and nerve) was the essential fuel that powered them on to huge commercial successes. Their rise and rise has been well documented, but in this book, for the first time, the source material is made up of stories and anecdotes from the actual people who helped make the company what it was and what it became.

For more information, please contact:
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Full of over 200 astonishing first-hand accounts of how the Saatchis achieved their fame and fortune, from board directors to PAs, including hilarious stories of the ingenious and daring staff who would stop at nothing to secure new business, this is an entertaining and honest history of a company like no other. Ultimately, *Chutzpah & Chutzpah* is a story of boundless ambition and creativity, and of a unique company where the old adage work hard, play hard, was never more fitting. Written by three Saatchi 'lifers' with exclusive access to the inside story, this is one of the most entertaining business books you'll ever read.

Packed full of colour photographs documenting some of the most infamous Saatchi ad campaigns, including the Conservative Party's three winning election campaigns, British Airways, Toyota and Campbell's, among others.



RICHARD MYERS joined Saatchi & Saatchi in 1975 and created advertising for many significant clients including Anchor Butter, Black & Decker, British Airways and Castlemaine XXXX. He is married with three children and two grandchildren.

SIMON GOODE spent nearly thirty years at Saatchi & Saatchi, starting as business development director and later becoming general manager of the Europe, Middle East and Africa network. Dividing their time between London and France, he and his wife have two children and two grandchildren.

NICK DARKE was one of Saatchi & Saatchi's earliest recruits. After his role as creative director at Saatchi-owned Siegel & Gale, he became creative director of Saatchi & Saatchi Design. Nick now lives in Gloucestershire and works independently as a designer. He has two children and one granddaughter.

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