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Chutzpah & Chutzpah

Saatchi & Saatchi: The Insiders' Stories

Richard Myers, Simon Goode and Nick Darke

Keynote

The story of Saatchi & Saatchi as it has never been told before: as a multiple eyewitness account – by the people who were really there.

Description

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.

Sales Points

- One of the most entertaining and outrageously revealing business books you'll ever read
- Including over 200 astonishing first-hand accounts by Saatchi people, these stories detail the audacious tricks of the trade that allowed the Saatchi brothers to create a global business from next to nothing
- Written by former directors of the agency, this will be in full colour with numerous illustrations and photos of the Saatchis' work and influence
- **Comparative titles:**
Hegarty on Advertising, John Hegarty (Thames & Hudson, June 2011)

Author Biography

Simon Goode, Richard Myers and Nick Darke are retired directors of Saatchi & Saatchi. Between them, they clocked up around 100 years with the company.