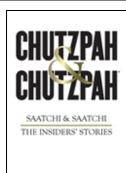
MICHAEL O'MARA





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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.

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- 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.

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