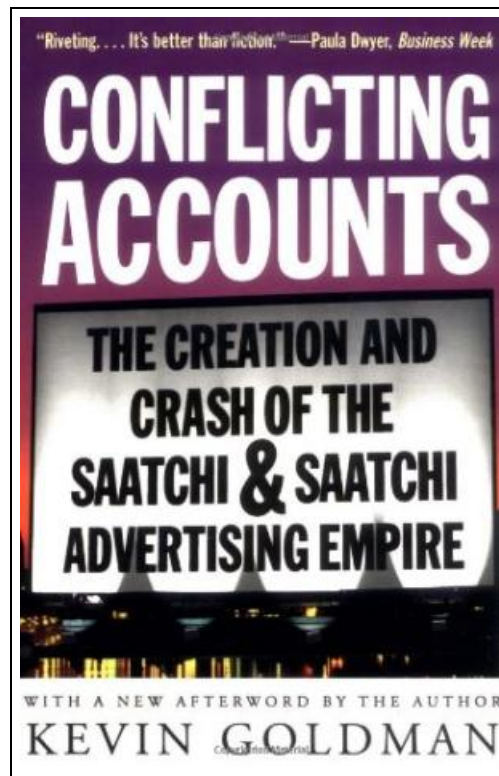


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Fireside Books. Paperback. Book Condition: New. Paperback. 400 pages. Dimensions: 8.4in. x 5.5in. x 1.0in. On December 16, 1994, a bloodletting took place in the stylish sixth-floor boardroom at Saatchi and Saatchi Company PLC, once the worlds largest advertising agency holding company. Maurice Saatchi, the 48 year-old chairman who co-founded the company in 1970 with his older brother Charles, was fired by the board of directors under threat by the firms largest shareholders. Less than a month later, Maurice started a rival ad agency and quickly snapped up former Saatchi and Saatchi clients, most importantly British Airways. Kevin Goldman, the former daily advertising columnist for the Wall Street Journal, spoke to everyone connected with this headline-making saga -- including Maurice Saatchi and his reclusive brother Charles -- and witnessed important business meetings, including Maurice Saatchis winning pitch to British Airways. Goldman traces every step the Saatchi brothers took, from their youth as Iraqi Jewish immigrants in North London to their business merger in 1970, when, with little more than sheer audacity, they opened an ad agency with a full-page announcement ad in the London Sunday Times. Through bold and brash actions, the agency began an acquisitions binge, taking over many of the ad industrys giants -- including Ted Bates, Backer and Spielvogel, Dancer Fitzgerald Sample, and Garland-Compton -- to become the number one ad company in the world. But, once they acquired a company, the brothers lost interest, often refusing to meet with its executives again. This disdain would come back to haunt them. Also chronicled is the brothers rich lifestyle, which critics claim was funded by the company. This tale features a rich cast of supporting players: Jeremy Sinclair, a creative advertising genius who was fiercely loyal to the brothers, was one of the executives who resigned after Maurice was...



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