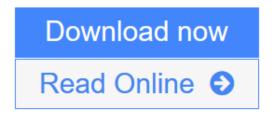


The Art of Writing Advertising: Conversations with William Bernbach, Leo Burnett, George Gribbin, David Oglivy, and Rosser Reeves

Denis Higgins



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