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Bloomsbury UK, 2018. Hardback. Condition: New. Language: English . Brand New Book. From Miles Young, worldwide non-executive chairman of Ogilvy Mather, comes a sequel to David Ogilvy's bestselling advertising handbook featuring essential strategies for the digital age. In this must-have sequel to the bestselling Ogilvy On Advertising, Ogilvy chairman Miles Young provides top insider secrets and strategies for successful advertising in the Digital Revolution. As comprehensive as its predecessor was for print and TV, this indispensable handbook dives deep...

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- Authored by Miles Young
- Released at 2018



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