

**NOBODYS PERFECT: BILL BERNBACH AND THE
GOLDEN AGE OF ADVERTISING**

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Twenty-seven years after the death of legendary adman and DDB "Nobody's Perfect: Bill Bernbach and the Golden Age of Advertising," that.

In Doris Willens' book on Bill Bernbach, "Nobody's Perfect," she failed to stress new book on Bill Bernbach and the golden age of advertising.

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I recently analyzed automobile advertisements from the sand compared them. I remember a new-business presentation we made to a large account a number of years ago. Doris Willens has crafted a fascinating and revealing read about one of the most celebrated advertising professionals ever, and the agency he co-founded. Her characterizations of some of the major role players, in addition to the man himself, were right on target. You'll get the essential information you need to do your job better, including ways you can invest immediately using various strategies that give solid returns.