



Saatchi and Saatchi Story

Philip Kleinman

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This is the story of Saatchi & Saatchi's dramatic rise from its founding in 1970 to its position today as an international conglomerate. Saatchi is now a household name both in Britain and in America. More than half the business of the group run by the Saatchi brothers, Charles and Maurice, is in America, and its influence on both sides of the Atlantic is far greater than that of a normal advertising agency. For instance, Mrs Thatcher's electoral victories in 1979 and 1983 are identified with the impact of Saatchi advertising. Its influence on Mrs Thatcher's victory in the 1987 election was more controversial. How to explain this extraordinary phenomenon? Philip Kleinman, who has known the Saatchis since they started, and who has written about the advertising business for journals ranging from Campaign to The Guardian and The Sunday Times, is uniquely qualified to reveal the truth behind the myth.

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