



Strategies and Insights from Advertising Hall of Fame Winners, with Rance Crain

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Rance Crain, the editor in chief of Advertising Age, has sat and interviewed many legends of the advertising and marketing industry. This book is the result of his conversations with those legends who also have been inducted into the Advertising Hall of Fame. This book compiles years of wisdom, strategic thinking and advice from the best of the best. Crain, a Hall of Fame inductee himself, is also a long time observer of the advertising industry. That's how he knows just what to ask. Read it for inspiration, read it to learn, read it to listen in on what the pros talk about when they get a chance to talk to each other.

Here are the executives that sat down with Rance Crain:

David Abbott, former chairman and creative director of celebrated London agency Abbott Mead Vickers. Abbott

Andrea Alstrup, former Corporate Vice President, Advertising, Johnson & Johnson and chair emeritus of the Ad Council

Eduardo Caballero, Chairman Eduardo Caballero Television

Jack Connors, founding partner and Chairman Emeritus of Hill, Holliday, Connors, Cosmopolis

Laurel Cutler, Director at Foote, Cone & Belding Communications

Bob Giraldi, an award-winning film and television director, restaurateur, and educator and head of Giraldi Media

Herb Kelleher, founder of Southwest Airlines

Philip H. Knight, co-founder and chairman of Nike

A.G. Lafley, Chairman of the Board, President, and Chief Executive Officer of Procter & Gamble

Shelly Lazarus, Chairman Emeritus, Ogilvy & Mather

Byron E. Lewis, Sr., Founder and Chairman Emeritus, UniWorld Group

Larry Light, CEO at marketing consultancy Arcature, and former global CMO of McDonald's

Keith Reinhard, Chairman Emeritus, DDB Worldwide

Allen Rosenshine, Chairman Emeritus, BBDO Worldwide

Gerry Rubin, co-Founder of Rubin Postaer and Associates (RPA)

Bob Scarpelli, former Chairman and Chief Creative Officer of DDB Worldwide

Lester Wunderman, founder of the Wunderman direct marketing agency

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