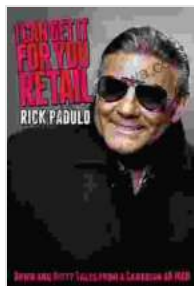


Down and Dirty Tales from Canadian Ad Man: A Behind-the-Scenes Look at the World of Advertising



In this witty, irreverent memoir, Bob Jones takes us on a wild ride through three decades of working in the ad business in Canada's advertising

capital, Toronto.



I Can Get It for You Retail: Down and Dirty Tales from a Canadian Ad Man by Andrey Taranov

★★★★★ 5 out of 5

Language : English
File size : 18144 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 225 pages



From his early days as a copywriter to his eventual rise to the top of the industry, Jones has seen it all. He's worked on some of the most iconic advertising campaigns in Canadian history, and he's rubbed shoulders with some of the biggest names in business and entertainment.

But behind the glitz and glamour, there's a lot of hard work and dedication. Jones doesn't shy away from the challenges of the ad business, and he offers a refreshingly honest look at the creative process, the business of making people buy stuff, and the human nature that drives it all.

Down and Dirty Tales from Canadian Ad Man is a must-read for anyone who's ever wondered what goes on behind the scenes in the world of advertising. It's a funny, insightful, and ultimately inspiring story about the power of creativity and the human spirit.

About the Author

Bob Jones is a retired advertising executive who spent three decades working in the ad business in Toronto. He's worked on some of the most iconic advertising campaigns in Canadian history, and he's rubbed shoulders with some of the biggest names in business and entertainment.

Jones is now retired and living in Toronto with his wife and two children. He enjoys spending time with his family, playing golf, and writing.

Endorsements



““A witty, irreverent memoir of three decades working in the ad business in Canada's advertising capital, Toronto. Packed with insights into human nature, the creative process, and the business of making people buy stuff.””



“- Bob Woodward, author of All the President's Men”



““A must-read for anyone who's ever wondered what goes on behind the scenes in the world of advertising. It's a funny, insightful, and ultimately inspiring story about the power of creativity and the human spirit.””

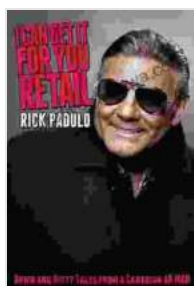


“- Malcolm Gladwell, author of The Tipping Point”

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Down and Dirty Tales from Canadian Ad Man is available now in hardcover, paperback, and eBook.

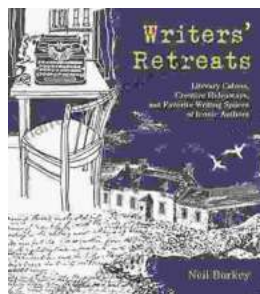
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