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## Conflicting Accounts: The Creation and Crash of the Saatchi Saatchi Advertising Empire

By Kevin Goldman

Fireside Books. Paperback. Book Condition: New. Paperback. 400 pages. Dimensions: 8.4in. x 5.5in. x 1.0in. On December 16, 1994, a bloodletting took place in the stylish sixth-floor boardroom at Saatchi and Saatchi Company PLC, once the world's largest advertising agency holding company. Maurice Saatchi, the 48-year-old chairman who co-founded the company in 1970 with his older brother Charles, was fired by the board of directors under threat by the firm's largest shareholders. Less than a month later, Maurice started a rival ad agency and quickly snapped up former Saatchi and Saatchi clients, most importantly British Airways. Kevin Goldman, the former daily advertising columnist for the Wall Street Journal, spoke to everyone connected with this headline-making saga -- including Maurice Saatchi and his reclusive brother Charles -- and witnessed important business meetings, including Maurice Saatchi's winning pitch to British Airways. Goldman traces every step the Saatchi brothers took, from their youth as Iraqi Jewish immigrants in North London to their business merger in 1970, when, with little more than sheer audacity, they opened an ad agency with a full-page announcement ad in the London Sunday Times. Through bold and brash actions, the agency began an acquisitions binge, taking over many of...



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