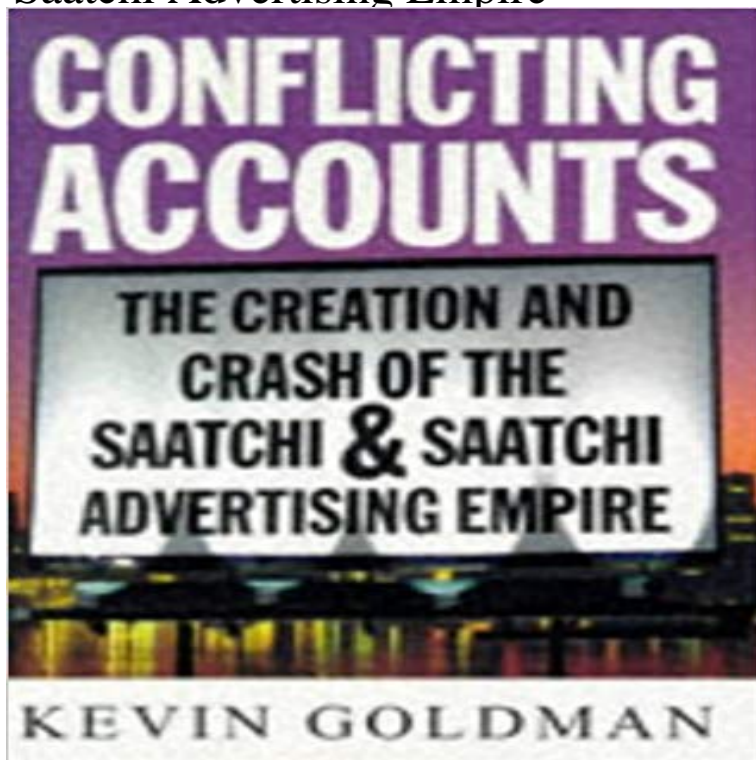


CONFLICTING ACCOUNTS: The Creation and Crash of the Saatchi & Saatchi Advertising Empire



The story of the decline and crash of Saatchi & Saatchi is a universal tale of corporate greed and ineffective management. It is the story of an ugly, publicly fought civil war in an industry that is supposed to know the steep price paid for an image run amok. Goldman takes a detailed look at the downfall of the company and the reasons behind it. He has conducted more than 100 interviews with, among others, the Saatchi brothers, their childhood friends, ex-business associates, and past clients. This work also details changes in advertising in the 1980s, such as the merger mania and ad-agency consolidations that swept Madison Avenue, including the British take-over of major agencies.

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