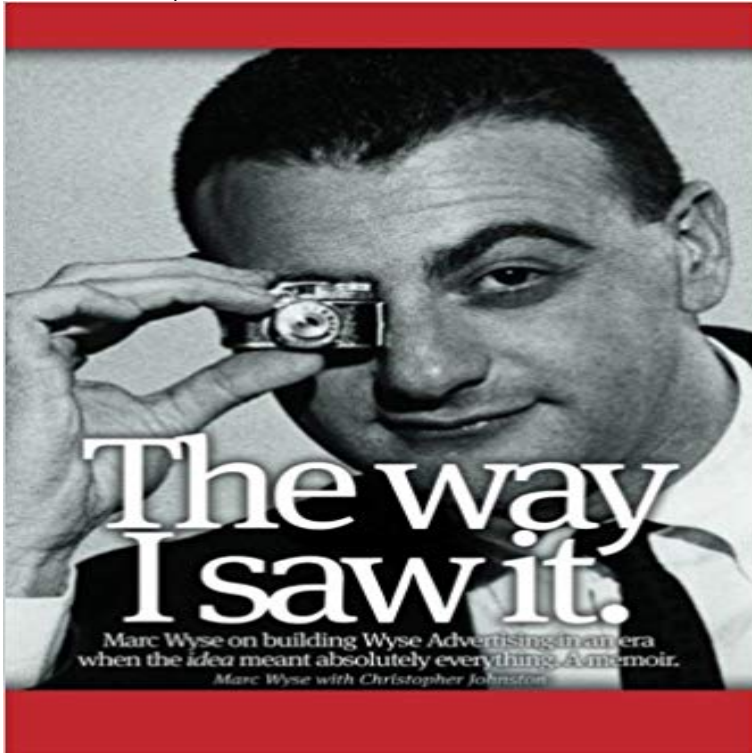


The Way I Saw It.



Marc Wyse's father wanted him to be a lawyer. His mother wanted him to be a doctor. Instead, he became an advertising executive. In *The Way I Saw It*, Wyse narrates his rags-to-riches tale of the American dream come true: cofounding Wyse Advertising and working more than sixty years in the business. In this memoir he tells his story of the boy of immigrant parents who grew into an advertising icon that spawned famous theme lines like, With a name like Smuckers, it has to be good, Ask Sherwin-Williams. An advertising legend and consummate salesman, his client list included American Express, Applebees, BFGoodrich, Clairol, General Dynamics, GE Lighting, Goodyear, Kelly Services, Marathon Oil, New York Yankees, Renaissance Hotels and Resorts, Sherwin-Williams, Smuckers, Stouffer Restaurants Hotels & Resorts, and Timken. *The Way I Saw It* shares both the life lessons and business lessons learned on the journey to success. Wyse delivers the message: Act like a turtle and never be afraid to stick your neck out.

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