



Jet Lag: An Adman's View of the World

Jean-Marie Dru

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What is advertising if not a window on the world?

When a leader of one of the world's most acknowledged advertising agencies, Jean-Marie Dru, talks ads, the tale he tells is his own. It is the story of brands such as Absolut, Adidas, Apple, Danone, Michelin, Nissan, Procter & Gamble, and many others with which he has been intimately connected over years.

Jet Lag is a journey, taking us from New York to Paris, from Tokyo to LA, and introducing key players like Carlos Ghosn, Édouard Michelin, Steve Jobs, and Muhammad Ali along the way. Dru leads us through some of the best business and advertising stories in the world, spawning an idea a minute as he pleads for a new Age of Imagination. Sudden reversal, unexpected mergers, and the roller coaster of success and failure provide the backdrop for a tale of world business in a globalized culture.

Good enough, as the saying goes, is not enough.
Enthusiasm is the key.

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