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He was the talk of the town because he was creating a revolution in the advertising business, which was a glamorous business at the time. He challenged all the big advertising agencies that had become important since World War II, saying they had killed advertising, ads had become dishonest, boring, insulting, even insane.

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For those thinking about a life in advertising for themselves and for anyone who enjoys being transported by a great storyteller's art, Mary Wells Lawrence is the most energetic, passionate guide to the world of American advertising in all its brilliance, excitement, fun and craziness

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Book Excerpt: "A Big Life In Advertising". It is one of those places you have to see to believe, cradled by three towering peaks, each with a church or a chapel or a statue on top. We didn't dawdle, and soon Bill and Evelyn took a train for Paris. It was another week before I returned to Paris and saw Bill again.

Book Excerpt: "A Big Life In Advertising" - ABC News

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