

# Chutzpah Chutzpah: Saatchi Saatchi: The Insiders' Stories

*Simon Goode, Richard Myers, Nick Darke*  
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SAATCHI & SAATCHI  

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THE INSIDERS' STORIES

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**Simon Goode, Richard Myers, Nick Darke : Chutzpah Chutzpah: Saatchi Saatchi: The Insiders' Stories** before purchasing it in order to gage whether or not it would be worth my time, and all praised Chutzpah Chutzpah: Saatchi Saatchi: The Insiders' Stories:

1 of 1 people found the following review helpful. Breathtaking, in so many waysBy MikeyHaving been at Saatchi Saatchi for the best part of 20 years, this is a heady roller-coaster ride through the headiest period in Advertising.I thought it would be a nostalgia trip, meandering from anecdote to anecdote, but it's more like dodgems meet stock-cars, head on.This is clearly only the tip of the iceberg that was the most irreverent, most creative, and most fun place

to work - but the hard-working hard-playing emphasis on producing truly inspiring communications shines through. [And the picture that builds up is recognisably of the most supportive work environment I've ever experienced.] Beautifully produced and illustrated too. Sip it rather than gulp it, and git y'self inspired in the process.

This is the story of the rise and rise of advertising giant Saatchi Saatchi as it has never been told before. With over 200 astonishing first-hand accounts from the people who were really there, this is a fascinating insight into a remarkable success story and an unorthodox business. Responsible for generating some of the most memorable and groundbreaking advertising of the last fifty years, Saatchi Saatchi became infamous in their own right. Made up of maverick thinkers and ingenious talent, they broke rules and won big pitches, attracting the business of some of the world's most successful companies. For the first time, the extraordinary story of Saatchi Saatchi's meteoric rise is told by those instrumental in its success - creatives, account handlers, PAs and directors - each with their own fascinating stories to tell.

About the Author Richard Myers, Simon Goode, and Nick Darke are retired directors of Saatchi Saatchi. Between them, they clocked up around 100 years with the company.