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- Kenneth Roman is a former advertising executive and CEO of Ogilvy amp Mather agency and author of several books The collection spans the years 1906 2011 and primarily contains materials gathered during Roman s research for a biography of David Ogilvy The King of Madison Avenue

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- The King of Madison Avenue is based on a wealth of material from decades of working alongside the advertising giant including a large collection of photos memos recordings notes and extensive archives of Ogilvy s personal papers

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Ken Roman's King of Madison Avenue Is About David Ogilvy

January 9th, 2019 - Holding Court With the King of Madison Avenue For those in advertising who pick up Ken Roman's King of Madison Avenue the answer to the first question is obvious A grinning David Ogilvy

Kenneth Roman Authors Macmillan

December 28th, 2018 - The King of Madison Avenue Kenneth Roman St Martin's Press St Martin's Griffin From the former CEO of Ogilvy & Mather the first biography of advertising maverick David Ogilvy

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