
Contents

Foreword by Sir Martin Sorrell	vii
About the Author	ix
Introduction	1
Polishing the Apples	3
Time-and-Motion Man and The Mad Inventor	19
Why Every Brand Encounter Counts	33
The Clipboard and the Copywriter	49
Posh Spice & Persil	63
Benjamin Franklin and the Kuala Lumpur Question	111
The Steak & Kidney Pie That Wasn't	125
Why is a Good Insight Like a Refrigerator?	139
Index	153

