



Why is Your Name Upside Down?: Stories from a Life in Advertising

David Oakley

Download now

[Click here](#) if your download doesn't start automatically

Why is Your Name Upside Down?: Stories from a Life in Advertising

David Oakley

Why is Your Name Upside Down?: Stories from a Life in Advertising David Oakley

Don't do things that people will remember. Do things that people will never forget.

Like eating a fishing worm to make a point.

Why is Your Name Upside Down? is a collection of hilariously entertaining stories from award-winning creative director David Oakley's adventures in advertising. For over 25 years, David has been creating provocative brand stories and experiences that people want to share. From starting his own agency with the biggest presidential campaign blunder in history to smashing a car with a giant muffin, David's stories are a rollicking good read.

These stories go well beyond advice to the young advertising professional. Even people who hate advertising will love learning how to make peace with the "Celine Dion curse," how a ping-pong table bought from a drug dealer can cure your writer's block, and how to deal with a celebrity spokesman who insists on destroying your client's product. If for nothing else, you should read, Why is Your Name Upside Down? just to find out why Oakley is upside down in the BooneOakley logo.

At least once a week, someone comes to the front door of the agency to tell us that our sign is upside down. And they want to know why. So David tells them the story. The advertising business is a story telling business. Every day, our job is to tell brand stories. In the form of TV commercials, radio spots, digital content and even billboards.

The ads we create are often a story themselves. But behind these ads are a lot more stories. Relationship stories. Sad stories. Happy stories. Funny stories. Dumb stories. This book is a collection of stories that David loves telling. And it's his way of sharing some of the lessons these stories have taught him.

So why is his name upside down? Because it gets noticed, it's memorable and people talk about it. At least that's what he tells people. It certainly makes a good story.

 [Download Why is Your Name Upside Down?: Stories from a Life ...pdf](#)

 [Read Online Why is Your Name Upside Down?: Stories from a Li ...pdf](#)

Download and Read Free Online Why is Your Name Upside Down?: Stories from a Life in Advertising David Oakley

From reader reviews:

William Rocha:

Book will be written, printed, or descriptive for everything. You can learn everything you want by a e-book. Book has a different type. As we know that book is important thing to bring us around the world. Alongside that you can your reading skill was fluently. A e-book Why is Your Name Upside Down?: Stories from a Life in Advertising will make you to possibly be smarter. You can feel more confidence if you can know about everything. But some of you think which open or reading some sort of book make you bored. It is not necessarily make you fun. Why they may be thought like that? Have you in search of best book or ideal book with you?

David Miller:

In this 21st centuries, people become competitive in every single way. By being competitive now, people have do something to make these individuals survives, being in the middle of often the crowded place and notice simply by surrounding. One thing that oftentimes many people have underestimated the idea for a while is reading. That's why, by reading a publication your ability to survive improve then having chance to stand up than other is high. For you who want to start reading any book, we give you this specific Why is Your Name Upside Down?: Stories from a Life in Advertising book as beginning and daily reading e-book. Why, because this book is more than just a book.

Sharon McMichael:

The e-book untitled Why is Your Name Upside Down?: Stories from a Life in Advertising is the reserve that recommended to you to study. You can see the quality of the book content that will be shown to an individual. The language that creator use to explained their ideas are easily to understand. The copy writer was did a lot of research when write the book, and so the information that they share to your account is absolutely accurate. You also will get the e-book of Why is Your Name Upside Down?: Stories from a Life in Advertising from the publisher to make you a lot more enjoy free time.

Ronald Meyers:

Reading a book to be new life style in this year; every people loves to study a book. When you go through a book you can get a great deal of benefit. When you read guides, you can improve your knowledge, mainly because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you want to get information about your review, you can read education books, but if you act like you want to entertain yourself look for a fiction books, this kind of us novel, comics, in addition to soon. The Why is Your Name Upside Down?: Stories from a Life in Advertising provide you with a new experience in reading through a book.

**Download and Read Online Why is Your Name Upside Down?:
Stories from a Life in Advertising David Oakley #M62YX9JR3LV**

Read Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley for online ebook

Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley books to read online.

Online Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley ebook PDF download

Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley Doc

Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley Mobipocket

Why is Your Name Upside Down?: Stories from a Life in Advertising by David Oakley EPub