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Nota di contenuto	About the authorAuthor's note1. Bad Night At The Union Hotel2. Spreads On The Bed3. Mistress of Wine4. Ashes and Diamonds5. The Godfathers of East 50th Street6. Management By Hand Grenade7. 9 Henrietta Street8. Sex In The Connaught9. Never Negotiate With A Husky10. Name On The Spine11. Hughes The Money12. Revolution On The Page13. Impressionists in the Men's Room14. Mammoth Sales15. If You Build It, They Will Come16. Over and Out17. Thanks, Bill18. Home Deliveries19. This Dog's A Runner20. Showing What Others Only Tell21. Publishing Fundamentals22. Click and Point23. The Nun's Tale24. Gandhi in Las Vegas25. 95 Madison Avenue 26. Complexity and Commitment27. A Lifetime of Learning28. Enter The Marketing Man29. Bring On The Men In White CoatsEpilogueAcknowledgments
Sommario/riassunto	This title tells the story of Dorling Kindersley's rise and fall. It offers a nostalgic reminder of a time when creativity could flourish unburdened by the shackles of corporate bureaucracy.