

# Contents

Introduction	1
The perfect advertising man and his private language	3
Useful shorthand	15
Starting an agency	19
Stocking the zoo, and the joys of management	25
On the menu: poached client	33
Great moments in the working day	39
Pigs with chequebooks	58
Growing pains	65
Invasion by the men in suits	75
America the bountiful	82
Tribal customs	91
The ultimate trip	107
The dance of the leviathans	113