

*'IF YOU WISH TO
DISCOVER WHAT KIND OF MAD MAN
BECOMES AN AD MAN, THE ANSWERS
ARE TO BE FOUND IN SAD MEN.'
DAILY MAIL, BOOK OF THE WEEK*

Ever since he started watching television, Dave Roberts only wanted to work in advertising. And at the dawn of the 1980s, he had only one destination in mind – Saatchi and Saatchi, the world's favourite agency, in Soho's glamorous Charlotte Street. Dave had major obstacles to overcome, not least his sketchy employment history, lack of a bomber jacket and the crumbliest, flakiest copywriting skills. But all this couldn't stop Dave from trying to realize his ambition.

Sad Men is the hilarious and heart-warming story of one man's dream and an advertising scene a world away from London, or Madison Avenue. Blagging his way into one regional agency after another, Dave finds himself in a world of second-hand car dealerships and washing-machine manufacturers but, ever focused, sees opportunities, not problems. And when this leads him to writing ads for a rapping cowboy in New Zealand, he remains convinced that this is just another stepping stone that will inevitably lead to his dream job.

Bursting with brilliant ideas – and some pretty daft ones – this is the cautionary tale of a quest for advertising immortality . . . and never quite reaching it. So roll the credits, and meet the Sad Men.

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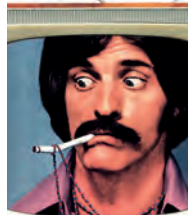


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DAVE ROBERTS



SAD MEN



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'A brilliant memoir... Forget Don Draper –
Dave Roberts is the world's favourite ad man.'

TONY PARSONS

SAD
MEN

