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Michael Farmer signing Madison Avenue Manslaughter – PHOTO CREDIT: simonrleach.com 2015  
The book provides “an inside view of fee-cutting agents, profit-hungry owners, and declining ad agencies. to fees, the rise of holding companies, the digital and social revolutions and the client obsession

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Madison Avenue manslaughter : an inside view of fee-cutting clients, profit-hungry owners and declining ad agencies, Michael Farmer ; foreword by Kevin

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### **Michael farmer - mirren ceo summit**

of TrinityP3 USA, a marketing communications strategy firm for advertising and ad agencies. Farmer is the author of Madison Avenue Manslaughter, an inside view of fee-cutting clients, profit-hungry owner and declining agencies.

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the author of "Madison Avenue Manslaughter: An Inside View of Fee-Cutting Clients, Profit-Hungry Owners and Declining Ad Agencies," a

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Madison Avenue Manslaughter: This impassioned indictment of the advertising-agency Strategy consultant Michael Farmer thinks advertising agencies are broken, and he believes he knows how to fix them. An Inside View of Fee-Cutting Clients, Profit-Hungry Owners and Declining Ad Agencies.

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