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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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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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