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Quotes by Bernbach, William

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In advertising, not to be different is virtual suicide.

- Bernbach, William

The truth isn't the truth until people believe you, and they can't believe you if they don't know what your saying, and they can't know what you've saying if they don't listen to you, and they won't listen to you if you're not interesting, and you won't be interesting until you say things imaginatively, originally, freshly.

- Bernbach, William

If your advertising goes unnoticed, everything else is academic!

- Bernbach, William



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