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Welcome To Advertising Now Get Lost

Omkar Sane
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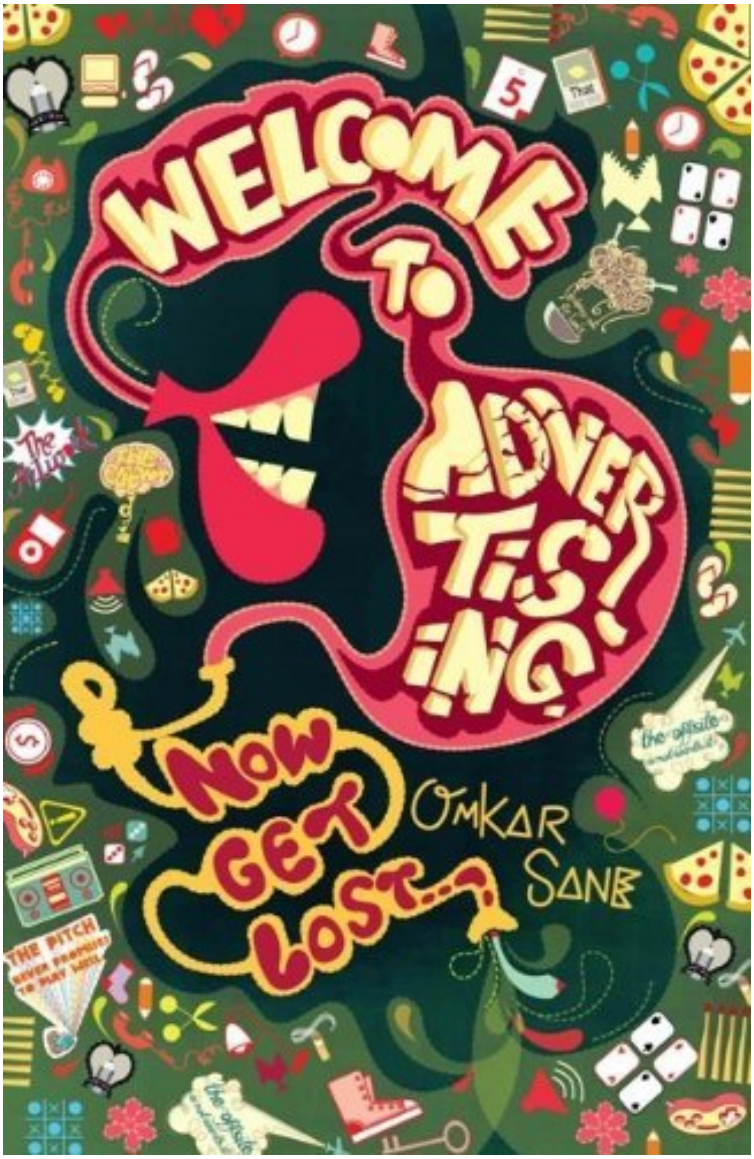

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Omkar Sane : Welcome To Advertising Now Get Lost before purchasing it in order to gage whether or not it would be worth my time, and all praised Welcome To Advertising Now Get Lost:

0 of 1 people found the following review helpful. Good giftBy Lauren BertrandoBought this as a gift for my boyfriend, apparently it was discussed on one of the design websites he frequents. He enjoyed it.

A 24 year old who has spent not more than a few weeks in advertising, sums up the profession, its practitoners and their practices in a hilarious, richly illustrated with pop art, send-up of human nature and human pomposity.

About the AuthorBorn in Pune, Omkar Sane grew up in Goregaon, a suburb of Mumbai, where he read, wrote, slept and started drinking just like everyone else. School was a problem, because everyone wanted to be nice things like Doctor, Lawyer, CA, Engineer, while his answers ranged from WWE superstar, a gambling giant in Vegas, Mafioso to professional NBA player. Clueless, he went to Sydenham, Mumbai. He saw everyone preparing to be a cog in a machine. The choice was simple: work in a machine and be rich or do things one believed in and stay poor. Sane chose the latter. (His dad chose a job that let him retire at 65.) He finally studied at J.J. Institute of Applied Art where he let lust rule his decisions, and the rest, as they say, was graduation. Like anyone who doesn t know what to do with his/her life, he joined Advertising. Since the food was bad, he joined Television. But since the caterer dogged him, he quit that too. He missed cuisine that had a mother, and so he sat at home writing this book (which is his first, and his best so far). He is 24 and still clueless. His dad now can t retire till he s 70.