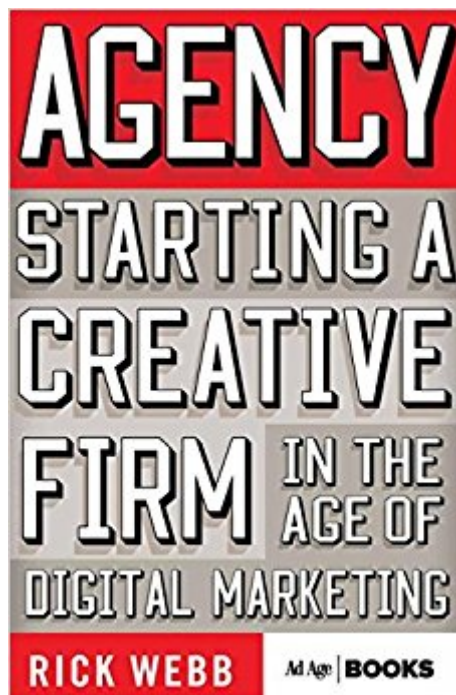




The book was found

Agency: Starting A Creative Firm In The Age Of Digital Marketing (Advertising Age)



Synopsis

This book is for young startups and entrepreneurs in the advertising, marketing, and digital services space. It's an A-to-Z guide for young advertising firms, full of advice that ranges from getting funding to how to value the company and sell it to how to hire your first employee.

Book Information

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Customer Reviews

"Agency is full of incredibly valuable insights and advice for startups of all kinds, delivered with candor, humor, and wisdom." - Allison Arden, VP Publisher, Advertising Age, and author of The Book of Doing "This is not just a book. It's the playbook I wish I had when I started my company. It's the motivating nudge that recharges my reserves of inspiration. It's the real talk, often humorously delivered, that so many of us creative entrepreneurs need. Thank you, Rick, for the best PSA I've ever encountered." - Baratunde Thurston, CEO and Co-Founder, Cultivated Wit and Co-host, TakePart Live on Pivot TV "Rick Webb has written the ultimate keep-it-in-the-top-drawer-of-your-desk, straight-talking, 'every single thing you could possibly want to know' guide to starting, running, growing, and selling your own creative agency. It doesn't get any more helpful, practical and down-to-earth than this. Rick's delivers actionable pragmatism while also challenging readers to think differently about the business they do. As the saying goes, you need to know the rules to break them. I hope Rick's highly enjoyable read inspires as many people as possible to do their own thing in our industry, in a way that changes it for the better for everyone." -

Cindy Gallop, Founder and CEO, IfWeRanTheWorld/MakeLoveNotPorn "Since Confessions of an Advertising Man was first published, it has been considered the definitive book on advertising. Now at last there's a book for the digital age to challenge it. Rick Webb's Agency is the book David Ogilvy might have written if he were alive today. It's a must read for anyone who is a practitioner or student of marketing communications." - Rick Boyko, Former Co-President/CCO Ogilvy North America, Director, VCU Brandcenter "Agency should be required reading for everyone in the business of helping clients achieve their goals with words, pictures, and ideas. Rick Webb is a font of practical advice based on his experience founding and growing one of the most successful next generation agencies around. Whether you're just starting out or trying to drag your old school shop into the 21st Century, this is the book for you." - Steve Hayden, Vice Chairman and Former Chief Creative Officer, Ogilvy & Mather Worldwide

Rick Webb currently serves as a venture partner at Quotidian Ventures, Head of People Operations at marketing software startup Percolate, and as the Founder and CEO of Secret Clubhouse. In 2001, Webb co-founded The Barbarian Group, an award-winning digital ad agency. He served as its COO for the first ten years of the company's existence. Webb is a writer and an avid blogger on technology, advertising, economics, politics, and the government.

It tempts you with an intriguing/informative headline then delivers the mundane. Would have liked to see more applicable advice on managing teams, projects and clients. Templates were nice, but why use them when so many digital tools cover those bases? Overall, it is a good memoir of an advertising man, but we need more in the scope of actually creating and managing an agency.

Rick Webb takes us through the nooks and crannies of starting, nurturing, growing and selling a modern marketing agency. This book covers 10 years of authentic experience - pulling few punches. I wish I had been able to read Agency before launching my own. Rick begins and ends with culture. I think his definition and process is very astute. You could profit just from that section of this book alone. But he goes deep, into all of the banal aspects of running a digital marketing firm, without making the reading dull. He demonstrates how culture influences accounting, promotions, scoping - and provides a blueprint for each step in defining and growing a successful firm. If you're thinking about starting a shop, read this first. If you're already underway, read this and you'll find many hints, insights and stories to benefit from. They'll be assigning this book in advertising, marketing and entrepreneurial studies classes because it's well written, honest and useful.

Hello Mr. Webb! just finished reading your book (Agency, Starting a Creative Firm) over the long weekend here in Singapore. It's not a page-turner for most of my fellow species members, but for me, it was. It's one of those books that I wish I read five years ago (technically impossible, especially because you published the book only this year). I am running a boutique agency focussed on B2B technology companies for over a decade. We never had any ultimate goal in mind, making a decent profit and doing good work was good enough. Your book is not only a great framework to evaluate and align our organization, but also a great guideline to derive a purpose. I couldn't sleep last night. Armed with all the highlights and notes from your book (and almost half bottle of a Japanese single malt whiskey), I jotted down a workable action plan. I am feeling exhilarated! Thank you.

By far the best book you can get if you are interested in learning about the business of creative services. Simple and straight to the point.

If you only read one book before taking the leap into digital marketing entrepreneurship, this is a great choice. I read it a year after starting my company, so I'm speaking from experience when I say a lot of the difficult lessons I learned on my own are clearly explained in this book. Better still, I feel prepared and positive about future growth thanks to the book's illuminating strategies -- a perfect blend of practical, actionable advice and smart business and marketing philosophy. You really get the sense that the author has paid his dues in the trenches at the highest levels of the marketing world, without feeling condescended or intimidated. The tone is friendly, casual, humorous without being silly, and painfully honest when it needs to be, pulling no punches. So many books of its ilk are too focused on motivation to offer practical advice, or too focused on procedures and processes to be human and interesting. Agency hits the sweet spot -- informative, insightful, comprehensive, a pleasure to read... and above all, good for your bottom line and your sanity/happiness.

Great book. Really gives key information that can help you decide whether or not you should start an agency. Good stuff!!

Awesome book for anyone looking to start a creative firm, and also just a ton of great business insights! I continually find myself thinking about this book and the thoughts shared inside!

Advice like this is very hard to come by. Even though we are a small video production company I found this book incredibly useful and applicable to our situation. The advice in here comes with humility. Will soon begin reading this for a second time.

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