

## This Is Really Serious Business (Not!) (Paperback)



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### ***Reviews***

*A brand new e book with a new perspective. I could comprehend every little thing using this written e publication. I am quickly will get a satisfaction of reading through a written ebook.*  
**(Clemmie Rolfson)**

## THIS IS REALLY SERIOUS BUSINESS (NOT!) (PAPERBACK)



Catalyst Consulting, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Dickie, then Dick, then Richard was born in a small remote northern town in Manitoba. By the time he was three; he had a new step-mother and brother and was living in a small town in Northern Ontario, Canada. He came under the foster care of a childless couple in the community- a prominent leader in the region, while serving as a go-fer for the local house of ill repute. From these humble beginnings, he always wondered at how he, this small town boy from Northern Ontario, could eventually become a Captain of Industry and one of the original Mad Men of Advertising in the late 1960 s in New York City. This is his story.it started as a project after he retired, mostly focussing on the funny stories in his work life. As time marched on, (25 years in the making), his book included stories of his formative years, time in the Canadian Navy in WWII, University days, his family, his beloved Silver Islet and his faith. Dick started his business career with the team and the company (Proctor Gamble) that invented the science and tools of marketing research. He was present when marketers and the public were shifting from the use of radio and print to television. He figured out how to measure the impact and effectiveness of advertising and compare across mediums. He learned that innovation and filling perceived vacuums led to great opportunities. Over the course of his career - he helped save the Dick Van Dyke Show through the use of viewer research, walked the Red Carpet at the Oscars, provided input for the Grand Ole Opry, attended several Super Bowl Games...



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