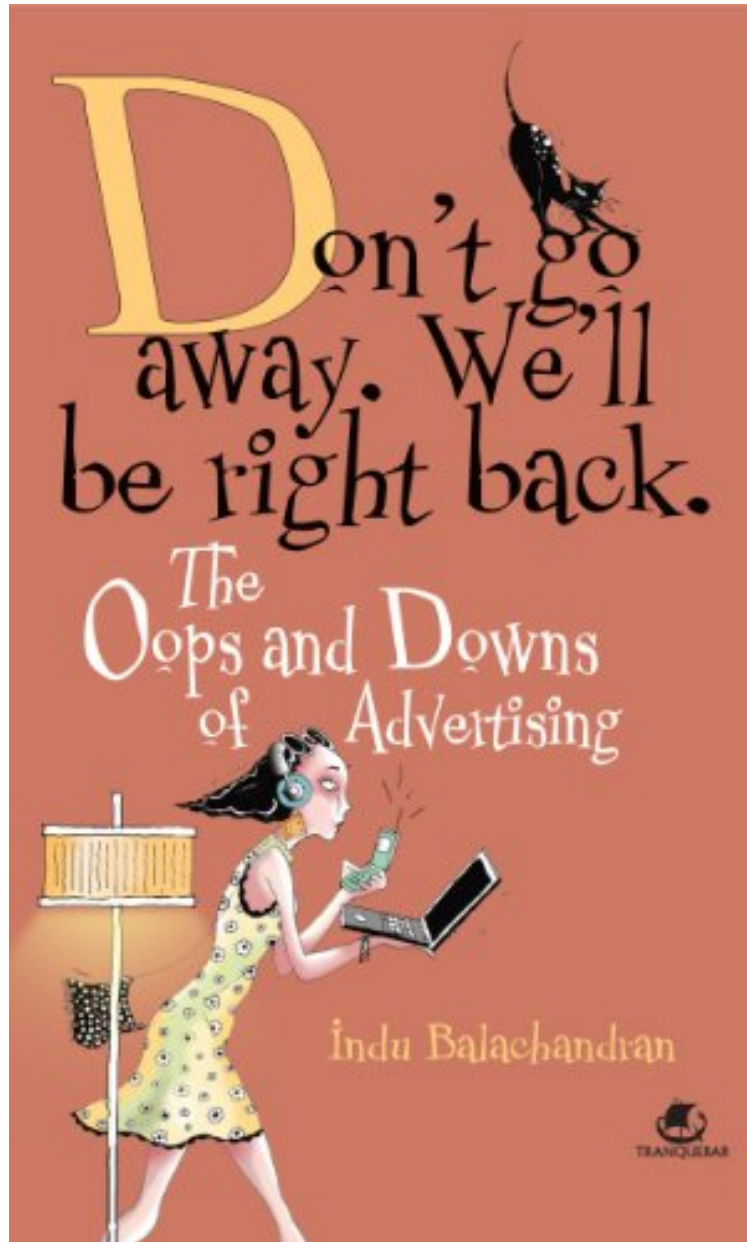


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A book on advertising for all those who think programmes interrupt commercials.

About the Author Indu (nee Venkataraman) was raised in Bangalore, on an unhealthy diet of Mad magazines since she was eight. A gold medal in journalism landed a job at Deccan Herald, but the chief reporter politely suggested she join an ad agency, seeing her excessive use of exaggeration. Indu joined JWT, moving from Copy Trainee to Vice President and Executive Creative Director, over twenty-nine years. She has won several advertising awards.