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Saatchi & Saatchi Advertising Empire By Kevin  
Goldman**

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Kevin Goldman joined APCO Worldwide as a He is the author of Conflicting Accounts: The Creation and Crash of the Saatchi & Saatchi Advertising Empire

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## **Former journalist, nbc and cnbc executive joins**

He is the author of Conflicting Accounts: The Creation and Crash of the Saatchi & Saatchi Advertising Empire published by Simon & Schuster. 2015 APCO Worldwide

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