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# Hughes Hubbard & Reed

## Confessions of a Law Partner

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Articles & Press

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Serendipity can be a wonderful thing when it comes to casual reading. A friend recently gave me a reprint of the 1963 classic "Confessions of An Advertising Man" by David Ogilvy, founder of Ogilvy & Mather, which provided an unexpectedly entertaining, humorous and informative few hours. Ogilvy is a fabulous story teller, and the wisdom he acquired regarding business and leadership over the first 15 years running his firm is still surprisingly relevant today. I recommend the book to anyone with an interest in biography or advertising, and especially to fans of the series Mad Men, whose creators no doubt patterned the office drinking habits of partners Don Draper and Roger Sterling upon Ogilvy's observation that "people are more productive when they drink. I find if I drink two or three brandies, I am better able to write."

Perhaps more notably, Ogilvy graciously devotes an entire chapter, "How To Rise To the Top," to advising those beginning an advertising career, and it triggered my own thinking about what advice I would give new lawyers on how to avoid some mistakes I made and otherwise how to succeed in their legal careers. Here are my top 10 tips.

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