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Dave Trott is a creative director, copywriter, and author. Trott studied at the Pratt Institute in New York City, majoring in advertising before going on to found the advertising agencies Gold Greenlees Trott, Bainsfair Sharkey Trott and Walsh Trott Chick Smith. In 2004 he was given the D&AD President's Award for lifetime achievement in advertising.

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The mischief is exemplified by an anecdote from Trott's early days at the legendary British ad agency BMP, where he learned that one of the senior executives had been so horrified by The Exorcist...

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Dave Trott is a British advertising legend. He 's written two books and keeps a lively and provocative blog. He also regularly speaks to industry audiences, including a talk to EMBA participants at the Berlin School of Creative Leadership I was privileged to hear. I am a regular reader and admirer of his work.

JDs Views: 2014

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