



When In Doubt Be Nice: Lessons From A Lifetime In Business

Peter Mead

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Peter Mead's spectacular career in advertising began when he joined the despatch department of a large agency straight from school at the age of 16. He fell in love with the business and his ambition and drive led him in 1977 to co-found Abbott Mead Vickers, which grew into one of the industry's most respected and highly awarded agencies. In 1995 AMV BBDO became the largest advertising agency in the UK, a position it has held ever since. *When In Doubt Be Nice* begins with the most important business lessons Peter has learnt from his years at the cutting edge of advertising, and tells how he became one of the legends of the industry. It reveals the secrets of his success, his beliefs about the right way to do business and the values on which he built his remarkable career, including the benefits of behaving not simply as a leader to those who work closely with him, but also as a guide and mentor. Written with modesty and wit, *When In Doubt Be Nice* is an inspiring insight into the mind of a great businessman who used intuitive flair and an understanding of how those around him think to build and run an extraordinarily successful advertising agency.

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