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

*Peter Mead*

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**Peter Mead : When In Doubt Be Nice: Lessons From A Lifetime In Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised When In Doubt Be Nice: Lessons From A Lifetime In Business:

0 of 0 people found the following review helpful. Peter Mead's book is so honest, informative, and ...By studio teacher Peter Mead's book is so honest, informative, and emotionally satisfying. In life, one wants the 'good guy' to win, and this book shows how and why the 'good guy' can win. Well done, Peter Mead!! Your leadership qualities and values should be mandatory reading for all CEO's!

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.

About the Author Peter Mead was born in south east London in 1940. He left school at 16 and went to work in the despatch department of a large advertising agency, from where he rose quickly into account management. In 1977, he co-founded Abbott Mead Vickers with David Abbott and Adrian Vickers and the company went on to be described as the most successful British advertising agency ever. Among his many board appointments have been Wembley National Stadium and the London Docklands Development Corporation and he has served as the Vice Chairman of the NSPCC Full Stop Appeal and Chairman of Millwall Football Club. He is currently Chairman of Omnicom Europe and Vice Chairman of Omnicom Group Inc. In 2013 he received a CBE for services to the creative industries. He is married to Sammy and they have three sons, Billy, Ben and Harry.