



Often Wrong, Never in Doubt: Unleash the Business Rebel Within

By Donny Deutsch, Peter Knobler, Peter Knobler

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It's not a question. It is a philosophy to live by. It's Donny Deutsch's motto. And it is the secret possessed by every person with the right stuff—the one-in-a-hundred who gets to the top of their team, their company, their business, their industry.

If there is an assignment or a promotion up for grabs, a client or account looking for new answers, do you know how to go for it? Donny Deutsch built a billion-dollar media business asking himself the basic question, "*Why Not Me?*" Once the reader asks—and answers—that question, a world of opportunity opens up. It is a tool to motivate people, build a business, and create a business culture.

Often Wrong, Never in Doubt is an inspirational book from one of America's most colorful and exciting entrepreneurs. It's Donny's story. In a fun conversation with the reader, Donny lays out the core principles that propelled him to create tremendous wealth, build a huge and influential business, and become a national personality. Using inside stories of the media, the advertising industry, and a youth spent growing up on the streets of New York, Donny gives the commonsense bottom line that he has learned along the way, broken down into real, relevant, and inspiring lessons that will be useful to everyone from the front-line salesperson to the middle manager to the successful corporate executive. (It's also a useful guide for dating.)

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Editorial Review

From Publishers Weekly

In 1983, Deutsch joined his father's small New York City advertising agency and, over the next two decades, built its annual billings to \$1.5 billion. In 2000, he sold the company for \$280 million and jumped into media, creating a film production company and hosting a CNBC talk show. There's a lesson or two worth hearing in this story, but readers will have to work to find them in the midst of Deutsch's bluster. True to the book's title, he delivers contradictory ideas with equal forcefulness—as when he denounces cigarette and video game advertising as socially irresponsible, yet holds up his agency's campaigns for Tanqueray and drugs as great successes ("The amount of money we made advertising pharmaceuticals was staggering"). [...] Yet he astutely argues, in a chapter on the "Hungry-Eye Hiring Theory," that the most productive employees are often a little angry; they've got "something to prove." Hit and miss, this book suggests that, in advertising at least, the quest for success is best fueled by arrogance and testosterone. (Oct.)

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About the Author

Under Donny Deutsch's leadership as Chairman and Chief Executive Officer of Deutsch Inc., the company has grown into the nation's premier cutting-edge advertising agency, with blue-chip clients, including Mitsubishi Motors, Johnson & Johnson, Revlon, Coors, Novartis, Expedia, Monster, and Old Navy. Both *Advertising Age* and *Adweek* have honored the \$2.7 billion agency time and again as "Agency of the Year." Informed, opinionated, influential, and funny, Donny recently launched a hip and irreverent CNBC talk show, *The Big Idea with Donny Deutsch*, which examines issues in pop culture, business, politics, the arts, and sports. He is also Managing Partner of the independent film production company Deutsch Open City. In presidential politics he was a lead member of the successful Clinton/Gore communications team. A graduate of the Wharton School at the University of Pennsylvania, Donny now serves on two prestigious boards: UPenn School of Social Work's Executive Committee and the Board of Directors of the Michael J. Fox Foundation for Parkinson's Research.

Peter Knobler has written best-selling books with James Carville and Mary Matalin, Kareem Abdul-Jabbar, Governor Ann Richards, NYPD Commissioner Bill Bratton, and Sumner Redstone, among others. Peter is the former editor of *Crawdaddy* magazine. He lives with his wife and son in New York City.

From [AudioFile](#)

Though his celebrity may sell it, it's Donny Deutsch's street smarts and humanity that make this one of the most enduring lessons on running a small business, in this case advertising. Part memoir, part primer on managing clients in a creative business, the material also discusses managing oneself with integrity, a healthy respect for other people, and an honest perspective on one's individual talents and contributions. With its strong writing and the narration of co-writer Peter Knobler, who reads with a Manhattan accent, this is an entertaining listening experience that is also motivating and inspiring without being explicitly so. A worthy addition to one's audio business library. T.W. © AudioFile 2006, Portland, Maine-- *Copyright © AudioFile, Portland, Maine*

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