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This is the kind of S&S mountain-moving that underlings Nick Darke, Richard Myers and Simon Goode recall in their memoir Chutzpah & Chutzpah: Saatchi & Saatchi: The Insiders' Stories. They write about how the two brothers fostered an unmatched dedication to pitching that would make Don Draper seem like an intern, even though it didn't always work.

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