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By Kevin Roberts, Executive Chairman, Saatchi & Saatchi Art Direction by Derek Lockwood, Worldwide Design Director, Saatchi & Saatchi Design by Kane McPherson

The sisomo of kevin roberts at ad:tech | digital

NEW YORK (AdAge.com) -- According to Saatchi & Saatchi CEO Kevin Roberts, the advertising business has become a place where "there are no rules, there are no formulae

Kevin roberts, ceo worldwide

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