

# Maurice Saatchi

## Quotes

*Advertising, America, World, Thinking, Simplicity, Way, Determination, Mind,  
Winning, Google, Self, Outcomes, Mother, Loses, Share, Giving, Simple,  
Lamps, Cancer, Writing*

There is no rivalry between Google and traditional advertising.

~Maurice Saatchi

Simplicity is the outcome of technical subtlety; it is the goal, not the starting point.

~Maurice Saatchi

The essence of parenthood is to make children think that they are the most handsome, intelligent, brilliant person in the world.

~Maurice Saatchi

America was born out of a desire for self-determination, a longing for the human dignity that only independence can bring.

~Maurice Saatchi

The Tories win elections when they lead on economic competence.

~Maurice Saatchi

All media owners want to attract advertising revenue. Google is no different.

~Maurice Saatchi

Advertising at its worst will be killed by the Internet. And rightly so.

~Maurice Saatchi

Advertising holding companies used to boast about their share of the advertising market. Now they are proud of how much of their business is not in advertising.

~Maurice Saatchi

Speaking up for America has become a lonely ordeal.

~Maurice Saatchi

When a company owns one precise thought in the consumer's mind, it

sets the context for everything and there should be no distinction between brand, product, service and experience.

~Maurice Saatchi

If you can't reduce your argument to a few crisp words and phrases, there's something wrong with your argument.

~Maurice Saatchi

Poetry can't cure cancer, but it can save your life until you die.

~Maurice Saatchi

Advertising must respect the intelligence of its audience and if it does not prompt them to think, it will be instantly dismissed.

~Maurice Saatchi

Politics is its own world. It is a court and if the king's eye lights on you, you are a powerful figure. If the king's eye wanders elsewhere, you are out, whatever your title.

~Maurice Saatchi

Nobody has a magic lamp which can tell you in advance whether what you say will be effective in persuading an audience.

~Maurice Saatchi

I don't have to win. I just have to make you lose.

~Maurice Saatchi

It's my view that human dignity - an attribute which for years has been taken by the Left in British politics - resides in fact in Tory values of independence, individuality and self determination.

~Maurice Saatchi

I'm instinctively a Conservative.

~Maurice Saatchi

I write in the most distressingly slow way in terms of punctuation and grammar.

~Maurice Saatchi

My mother was very protective of her four boys.

~Maurice Saatchi

Sibling relationships are complicated. All family relationships are. Look at Hamlet.

~Maurice Saatchi

Politics is not a world for the squeamish or fainthearted.

~Maurice Saatchi

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