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The agency is dead.
Long live the client!

Jon Maxim, *the*maxim.com

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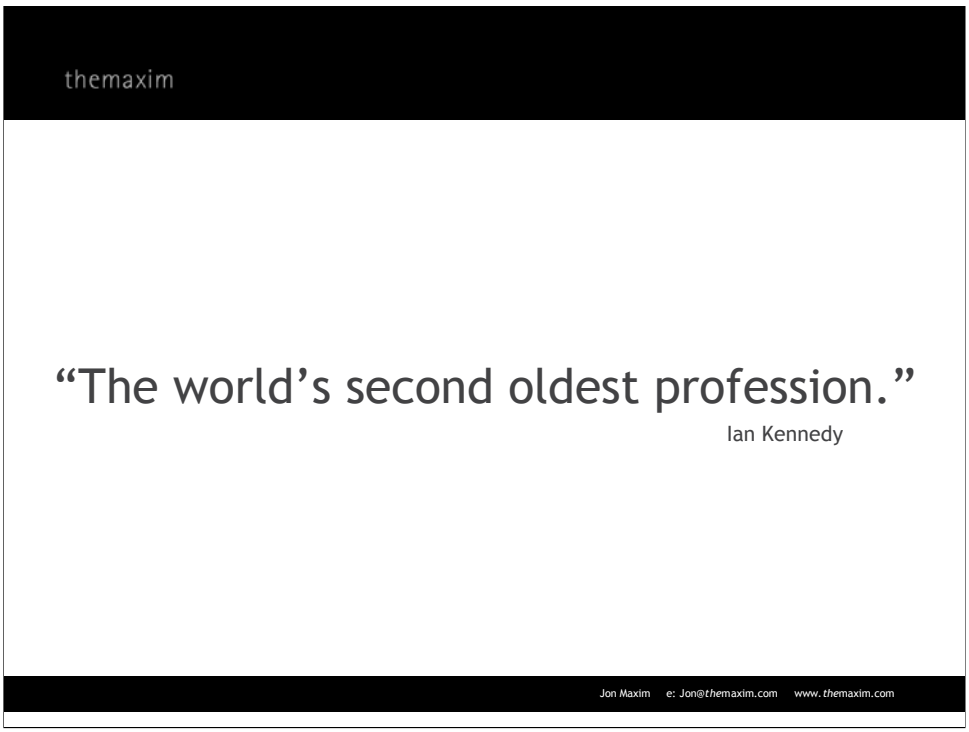
The world is (has) changed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“The world’s second oldest profession.”
Ian Kennedy
Jon Maxim e: Jon@themaxim.com www.themaxim.com

fragmentation + migration +
integration = fragmegration

"An elephant nibbled at by ants."

Doug Watson

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“Clients are morons”

Very, very, very well known Creative Director

"Another 30 second joke that doesn't fix the problems on my desk."

Brent Jackson

Agencies make a margin on
what we spend, not what we sell

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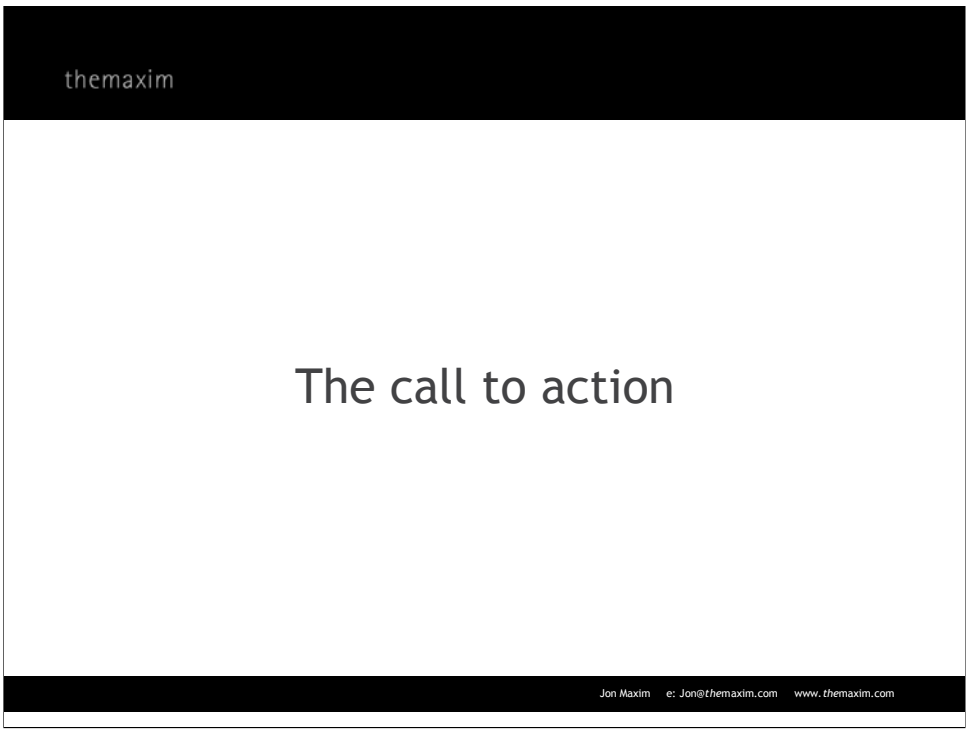
Are agencies fighting a losing battle?

The choices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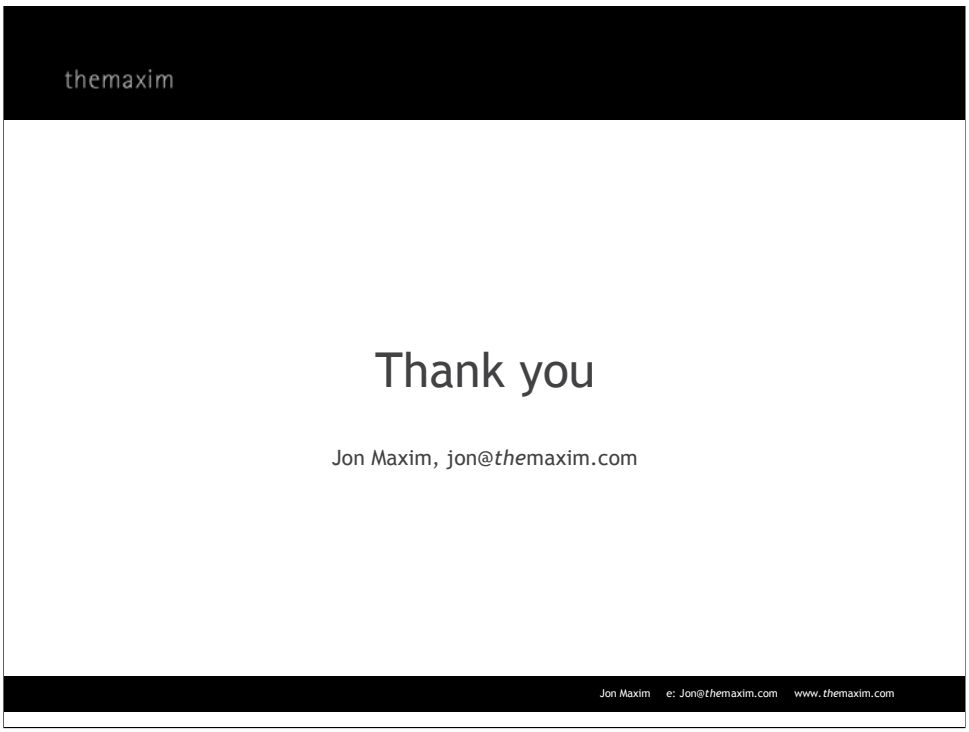
The call to action
Jon Maxim e: Jon@themaxim.com www.themaxim.com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Thank you
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