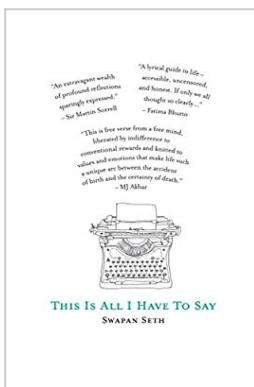


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### **Editorial Review**

#### **About the Author**

Advertising professional Swapan Seth started selling video tapes and computer peripherals at the age of 17. He topped school but dropped out of college. He did however find time to take classes at IIM Bangalore. Soon after he joined JWT as an advertising trainee and wrote one of the most iconic slogans We Also Make Steel for Tata Steel. At the age of 22 he won at Cannes, Montrouex Film Festival and Clios which led him to become the youngest creative director in India at 24. At 28 he started his own firm Equus and within a year it won the Emerging Agency of the Year.

In short the man has been a success in almost anything he has done. But in this book for the first time Swapan writes about failure, ambition, leadership, love, marriage with unabashed honesty. You see he hasn't always been a success and this is what he wanted to say.

A committed recluse Swapan is now exploring new territories teaching curiosity at Vasant Valley; discovering new art talent to add to his incredible collection of Indian modern and contemporary art; running a community of facebook as well as collecting just about everything from world wines, paper, candles, books, world cinema, pencils, fragrances. He lives with his wife and two sons in Gurgaon the only thing that makes him leave Gurgaon once a week are bookshops. This is his first book.

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