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Agency Mania 2nd Edition Now Available at Major Retailers and Online Bookstores

Agency Mania is an actionable guide for brand advertisers looking to drive efficiencies and quality outcomes from their agency relationships

SEATTLE – February 26, 2019 – [“Agency Mania 2nd Edition: Harnessing the Madness of Client/Agency Relations for High-Impact Results”](#), an updated version of Bruno Galpois’ best-selling, industry reference on how to drive ROI and create more mutually accountable relationships between brand advertisers and their agencies, is available today, February 26, online and at major retailers.

The book is available through [Amazon](#), [Barnes & Noble](#) and [Target](#).

Published by Beaufort Books, Agency Mania presents insights and best practices for brand managers, marketers and advertisers, including step-by-step processes on how to pursue, manage and maintain stronger partnerships that yield more cost-effective results. Based on years of experience on both the agency and client sides, Galpois provides a detailed blueprint for advertisers and agencies to collaborate more effectively.

“While brand advertisers face incredible pressure to drive marketing performance and business growth, they rely heavily on the broad experience of their very talented advertising and communications agency partners,” Galpois said. “These relationships have been under remarkable pressure in recent years, leading to failed partnerships and high-profile breakups. The goal of this book is to transform the way we approach the client/agency relationship so that both parties involved achieve high-quality work outcomes and successful, lasting partnerships.”

Provocative and eye-opening, [“Agency Mania 2nd Edition”](#) draws back the curtain on the vital principles of a strong client/agency partnership. Readers from the C-Suite to the front lines can learn how to avoid common pitfalls and how to apply best practices to turn their agency relationships into powerful, competitive assets. This updated edition, with enhanced illustrations, is a valuable resource for any size advertiser or agency that seeks to fully capitalize on the value of solid and effective client/agency relationships. Words of wisdom from the world’s largest brand advertisers and thought-leaders in the agency business will illuminate and drive results.

Thought leaders and advertising experts are celebrating Galpois’ industry expertise and best practices for managing agency relationships:

- “A results-oriented spotlight on the critical agency-client relationship” – Shepard Kramer, SVP CMO practice at the Association of National Advertisers
- “A superb guide on how to build true partnerships” – Brian Kuz, head of marketing and innovation at Shell
- “A must-read for marketers, procurement, consultants, and agencies” – Jim Wallace, global head of agency strategy & management at HP Inc.

Review what more industry influencers have to say [here](#).

Gralpois has been instrumental in establishing agency management as a central global discipline for many of the top 200 advertisers, utilizing strategies for ensuring efficient collaboration and high-impact results. In 2013, after years working on both sides of the advertising client and agency partnership, Bruno co-launched Agency Mania Solutions, an agency management SaaS platform and professional services firm, to help brands produce more efficient outcomes by managing the dynamics of the client and agency relationship.

Follow Agency Mania Solutions and Bruno Gralpois on [Twitter](#) and [LinkedIn](#).

About Agency Mania Solutions

Agency Mania Solutions (AMS) is a Seattle-based company with a SaaS platform and professional services that help global brands manage agency relationships and unlock their true potential. AMS is dedicated to helping brand advertisers navigate change and drive better business outcomes. The pressure of constant change on global brands – a proliferation of channels, digitalization of every facet of marketing, investor expectations and constrained budgets – makes it an absolute requirement for brands and agencies to produce more effective outcomes. AMS empowers them to get there. For more information, visit www.agencymania.com.

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