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Advertising Annual 2007



Synopsis

The very best ads and campaigns of the year * Over 300 great ads—entertaining and informative, inspiring and practical Advertising Annual 2007 is the premier showcase of print ads from around the world. Arranged into trade categories such as corporate, fashion, food, and sports, the annual features 300 of the best ads produced in the past year. Extensive credits for the creators--all at the top of the advertising business--make it easy to find the best.

Book Information

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Customer Reviews

B. Martin Pedersen is one of America’s most respected graphic designers; he has won more than three hundred awards, including the American Institute of Graphic Arts Gold Medal

Unlike other showcases and annuals, the Graphis Advertising Annual separates the ads by market category. So instead of bank ads, condom ads and food ads being mixed in together, you're better able to get a feels for each market and the voices that are taking shape in each field. In many ways Graphis is the thinking person's advertising annual by preserving both the highest standards and the clearest vision of the individual market categories. In short, once you have this year's One Show and Graphis, then you truly have a clear picture of this year's best advertising.

I like it when companies tell me up front their mission statement. It shows that they know what they are doing. Here's the mission statement: Graphis is committed to presenting exceptional work in

international Design, Advertising, Illustration & Photography. In this book, they have fulfilled that mission well. It's a fine catalog of some of the best print advertising from 2007. Each is sort by category. The selection is tight, the quality high. I've included a video here just to show that. (More pictures are available on my blog. Just visit my profile for the link.)

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