

Absolut Sequel.



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在线阅读本书

Absolut Sequel is the eagerly anticipated follow-up to the New York Times bestseller,

Absolut Book . This companion volume provides a definitive illustrated history of the last ten years of one of the most successful ad campaigns in history. Since Absolut Book's release, the Absolut advertising campaign has broadened its scope from movies to websites and gone global with its international reach. The clever ads found in Absolut Sequel are organized into themes including Cities, Artists, Writers, Album Covers, Collectors, Movies, and the Internet.

This is the ultimate collection of the last ten years of Absolut ads, many never before seen, including controversial advertising created, but never used in print. Absolut Sequel is sure to make readers fall in love with the ads, and the vodka, all over again. As Goran Lundquist, president of Absolut, says about the Absolut sensation, "the consumers drink the ads as much as they drink the vodka."

作者介绍:

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标签

广告

品牌

absolut

酒

艺术

英语

Design

时尚

评论

广告的设计与思路很精彩。
但绝对伏特加如何做到让那些知名艺术家专门为它创作那个酒瓶，还不得其解。

ABSOLUT!

Absolut Sequel

东南亚海报都蛮出彩

drinking the advertising as much as they're drinking the vodka

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书评

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