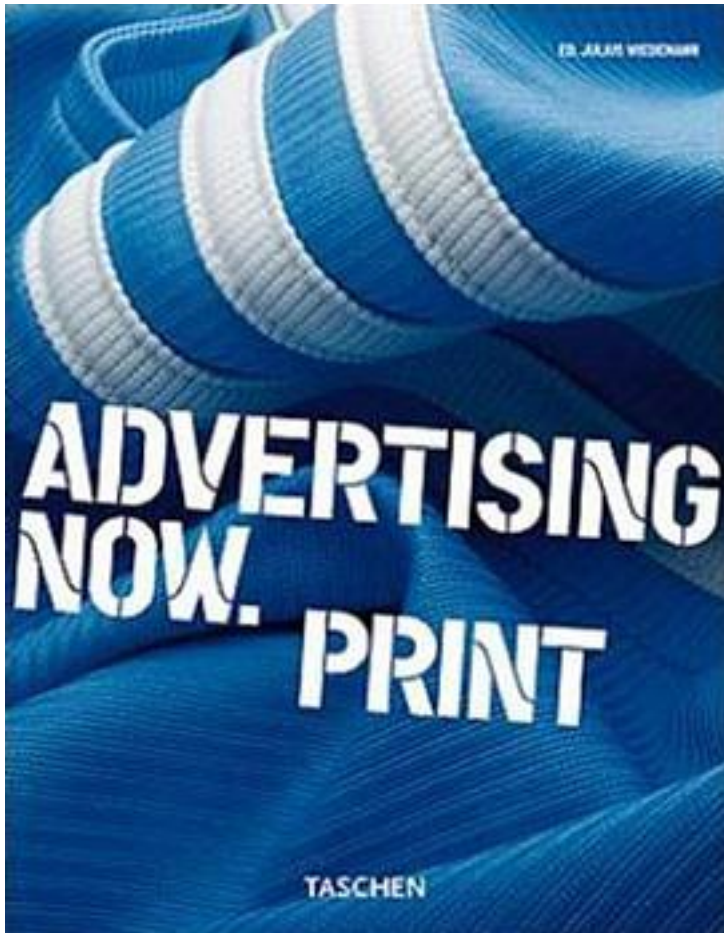


# Advertising Now. Print



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Ideas that sell: today's most effective and original ads...

The world's sharpest creative minds are in high demand in the advertising world,

because making effective ads takes a whole lot more than just marketing know-how. A great ad grabs the viewer's attention and gets the point across in an original, surprising, funny, touching, or even shocking way. Because ads reflect global and regional mentalities, studying them is interesting not only for their selling points but also for what they have to say about their clients and target audiences. This mega-roundup of the world's best contemporary advertisements highlights the work of designers in over 40 countries. Organized by subjects, such as socio-political, food and beverage, cars, technology, and media, the ads are dated and annotated with information on the design agencies, clients, and products. Also included are case studies illustrating, for example, how an ad campaign can be made on a small budget or how an advertisement can be adapted for different cultures. This guide is a must-have for advertising students and professionals, graphic designers, and anyone who's interested in the different ways products are advertised around the world.

作者介绍:

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another great reference book

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现在看也不觉得什么了。Taschen出的。5年前，外贸打折书店买的~致当年拿平面当神一样供奉的我！这本广告书当时看的我入了迷，兴趣催使的上厕所都捧着。没信心的时候就跟自己说，为了以后能做自己想做的~呵呵，多可悲，本来大学一心想念的专业，就被人家一句话随随便便转了专业。现在想来一点都不虔诚，算个P梦想！当觉得梦想离自己越来越远的时候，又觉得好像离我心中的平面越来越远~我是要有多矫情！始终相信生命中的好事会到达。。

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反复研究提供创意材料的好书

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书评

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