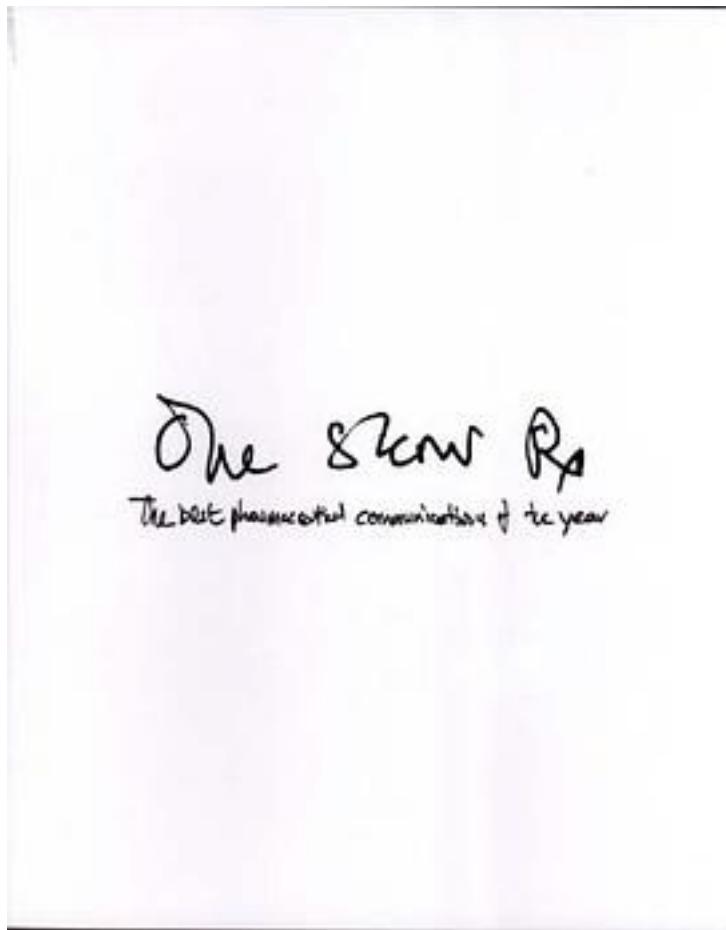


# One Show Rx, Vol. 1



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As the fastest growing segment of the advertising industry, pharmaceutical advertising

has saturated prime-time airways, newspapers, and magazines targeted toward an ever-expanding market—that generation of enthusiastic consumers referred to as "baby boomers." One Show Rx was created to set standards for this rapidly growing sector of advertising. One Show Rx, Volume 1 showcases the best pharmaceutical advertising of 2004 with work from the winners and finalists from this year's competition. Direct-to-consumer and professional categories are awarded across all different media—print, collateral, television, and interactive. Elegantly produced, One Show Rx features more than 200 four-color images. This handy volume will appeal to agencies and clients as well as doctors and medical professionals interested in surveying the pharmaceutical market.

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