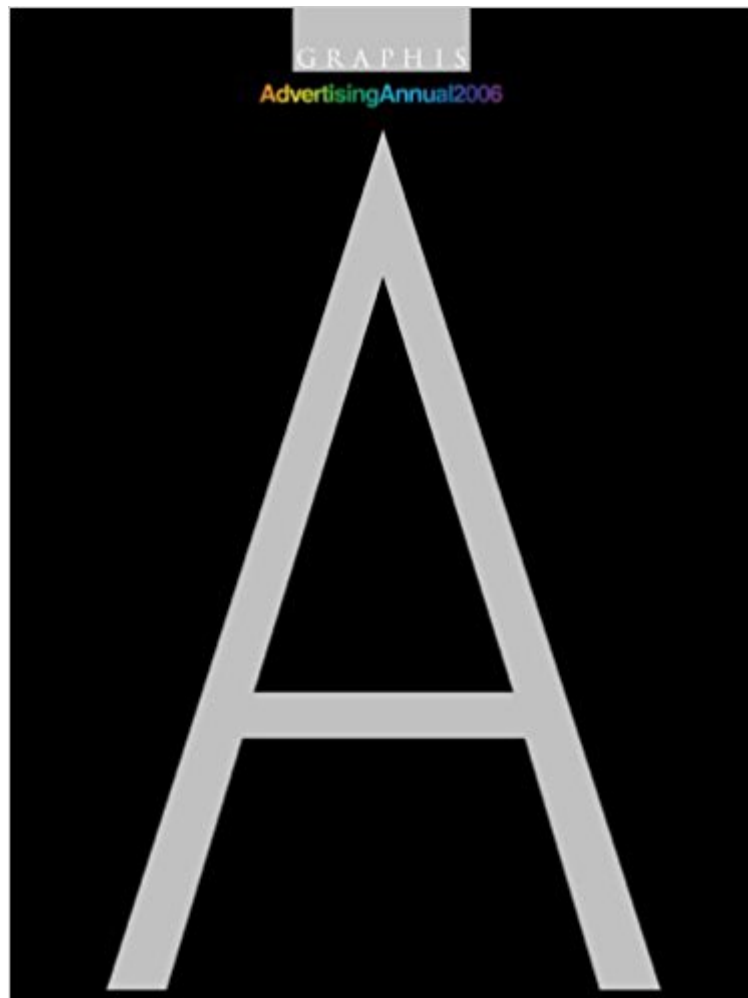


The book was found

# Advertising Annual 2006



## Synopsis

A showcase of the best work being produced in the area of advertising, arranged into categories such as automotive, beauty and cosmetics, food, corporate and sports. Over 300 examples of single ads and campaigns, plus detailed credits and indexes ensure that this is a useful trade reference.

## Book Information

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Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #866,988 in Books (See Top 100 in Books) #174 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising #2511 inÂ Books > Arts & Photography > Graphic Design > Techniques

## Customer Reviews

An excellent internation book for the top ad campaigns, shows a wide variety of concepts and has good information at the back of the book to allow you to see the teams involved in creating the ads.

The last Graphis Advertising that I bought was the 2000 annual (every place I've worked at since then had a copy for me to check out). Well, the first thing I noticed was that the 2006 annual had fewer pages of content (i.e., good ads). So I'm wondering, is the ad industry putting out less good work, did fewer entities submit work for consideration/publication, or has Graphis just gone downhill? In any case, I'm feeling lukewarm about this purchase. One fact I know for sure: the binding company did a crummy job of binding my 2006 annual -- the book was falling off its spine after I looked through it only once!

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China, October 21, 2005, Graz, Austria, May 13, 2006, Revised Papers (Lecture Notes in Computer Science) Advertising Annual 2006 Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Wireless Sensor Networks: Third European Workshop, EWSN 2006, Zurich, Switzerland, February 13-15, 2006, Proceedings (Lecture Notes in Computer Science) Reuse of Off-the-Shelf Components: 9th International Conference on Software Reuse, ICSR 2006, Torino, Italy, June 12-15, 2006, Proceedings (Lecture Notes in Computer Science) ANNUAL REPORTS 8 (Graphis 100 Best Annual Reports) (Vol 8) 42nd Publication Design Annual (Society of Publication Designers' Publication Design Annual) 38th Publication Design Annual (Society of Publication Designers' Publication Design Annual) SPD 37th Publication Design Annual (Publication Design Annual, No. 37) Society of Publication Designers: 34th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 34) Bologna Annual '98: Fiction (Bologna Annual: Fiction) Bologna Annual '98: Nonfiction (Bologna Annual: Nonfiction) Best Magazine Design Spd Annual: 29th Publication Design (Society of Publication Designers' Publication Design Annual) (v. 29) Poster Annual 2007 (Graphis Poster Annual) 31st Publication Design Annual (Publication Design Annual, No 31) (v. 31) Graphis Annual Reports 5: The International Yearbook of Annual Reports (v. 5) Graphis Poster Ninety Five: The International Annual of Poster Art (Poster Annual) 36th Publication Design Annual (Society of Publication Designers' Publication Design Annual) (Vol 36) Food & Wine Annual 2011: An Entire Year of Recipes (Food & Wine Annual Cookbook)

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