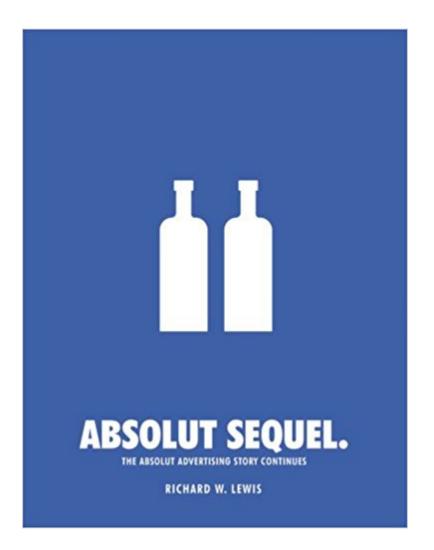
Absolut Sequel.: The Absolut Advertising Story Continues





Synopsis

Includes CD-ROM.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."

Book Information

Paperback: 288 pages Publisher: Periplus Editions; Paperback with disc edition (October 15, 2005) Language: English ISBN-10: 0794603319 ISBN-13: 978-0794603311 Product Dimensions: 9 x 0.8 x 11.5 inches Shipping Weight: 3.2 pounds (View shipping rates and policies) Average Customer Review: 4.4 out of 5 stars Â See all reviews (7 customer reviews) Best Sellers Rank: #884,838 in Books (See Top 100 in Books) #182 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #321 in Books > Arts & Photography > Business of Art #1683 in Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

This book is an Absolut MUST for any coffee table. Full of very informative stories about a lot of the ads and different campains that were released over the last 10 years or so. And it has a wonderful section dedicated to the fans of the ad campaign and all stuff Absolut.

i live in mexico, and this is the 5th time i buy products at .comthis time it wasn't the exception, great time buying online. i recieved my products on time (long before the time it was expected) This book is good, but not as good as the first. I think it has some of the ads that are more obscure.

While I am not a drinker, I have always been impressed with the Absolut advertising program and its success. Absolut has set an example for product marketing to the extent that drinkers and non-drinkers have enjoyed the ads and take a moment to look. The successful advertising program has most likely made Absolut a known brand. The Sequel continues with the more recent ads. Having the first book I always wondered if there would be a Sequel. For anyone interested in art and advertising both books are an excellent source of inspiration.

Download to continue reading...

Absolut Sequel.: The Absolut Advertising Story Continues The Amazing Story of Machu Picchu for Children!: The Magnificent Ancient Incan City in the Clouds That Continues to Entrance People From All Over the World Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Gluten-Free Artisan Bread in Five Minutes a Day: The Baking Revolution Continues with 90 New, Delicious and Easy Recipes Made with Gluten-Free Flours Sabine's Notebook: In Which the Extraordinary Correspondence of Griffin & Sabine Continues Fingerprints of the Gods: The Quest Continues The Journey Continues: The Ma'yan Passover Haggadah The New H-1B/STEM Provisions: How the US Senate Continues to Undermine American Competitiveness AMISH ROMANCE: Amy's Divine Destiny: The Sequel: A Sweet, Clean Romance Story Crooked Kingdom: A Sequel to Six of Crows Little House on Rocky Ridge (Little House Sequel) On the Banks of the Bayou (Little House Sequel) Bachelor Girl (Little House Seguel) New Dawn on Rocky Ridge (Little House Seguel) Skylark (Sequel to "Sarah, Plain and Tall") Harper Trophy The White Indian Boy: and its sequel The Return of the White Indian Boy Magicians of the Gods: The Forgotten Wisdom of Earth's Lost Civilisation the sequel to Fingerprints of the Gods More Village Idiot Reviews: A Laugh Out Loud Comedy Seguel Dance Academy: The Thrilling Seguel to Jazz Dancer

<u>Dmca</u>