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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

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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 campaigns 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 .com this time it wasn't the exception, great time buying online. i received 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.

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