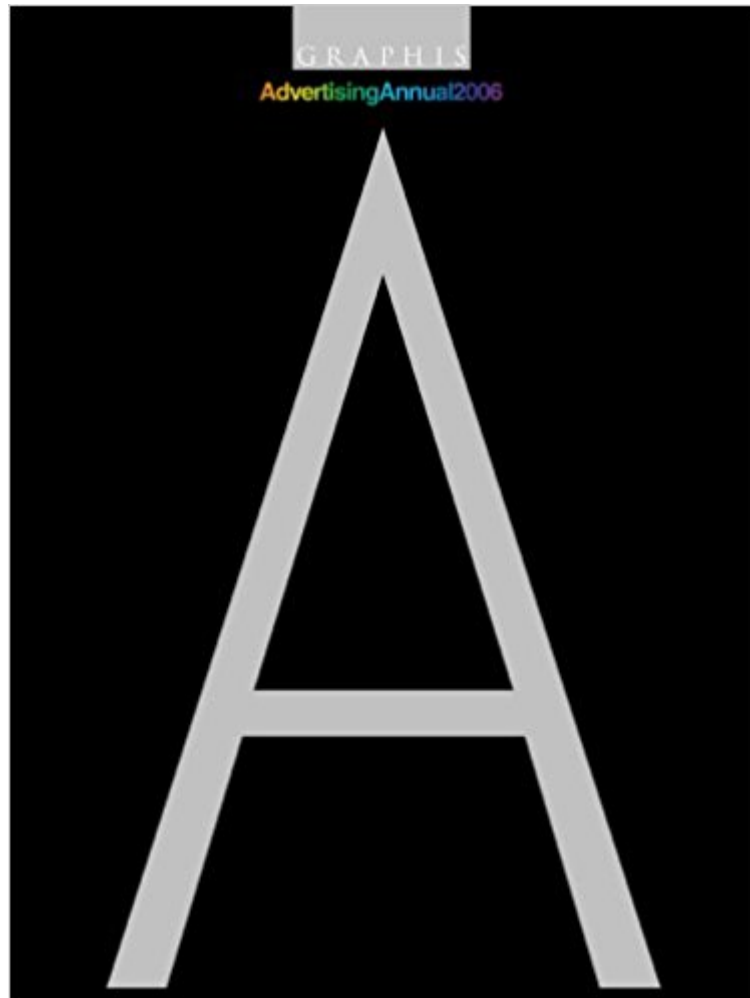


The book was found

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 stars [See all reviews](#) (2 customer reviews)

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Customer Reviews

An excellent international 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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