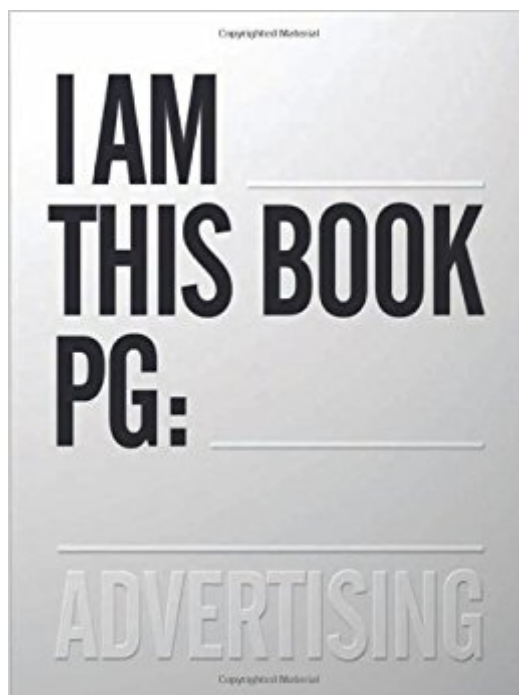


The book was found

I AM This Book PG: (One Show)



Synopsis

Great advertising and design can make the world stop and think. It can make people listen. And, sometimes it can even change a person's life. The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2007 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design. Categories covered include print, design, integrated branding, television, and radio. Known among creatives and designers in the advertising industry as THE book to have, with 29 years of legacy

Book Information

Hardcover: 408 pages

Publisher: Rockport Publishers (January 1, 2008)

Language: English

ISBN-10: 0929837312

ISBN-13: 978-0929837314

Product Dimensions: 8.8 x 1.2 x 12.1 inches

Shipping Weight: 5.2 pounds (View shipping rates and policies)

Average Customer Review: 3.1 out of 5 stars 4 customer reviews

Best Sellers Rank: #4,284,696 in Books (See Top 100 in Books) #32 in Books > Arts & Photography > Graphic Design > Commercial > Annuals #834 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #63546 in Books > Arts & Photography > History & Criticism

Customer Reviews

The One Club for Art and Copy is a nonprofit organization founded in 1975 to recognize and promote creative excellence in advertising. Through its publications, exhibitions, and awards competitions it seeks to inform and educate both the public and advertising professionals about the intrinsic value of creative standards in advertising. The One Club fosters the next generation of advertising professionals through scholarships, portfolio reviews, and the annual exhibition of

student work.

Once the pride of the creative advertising community the One Show has long been a favorite. In recent years the proliferation of fake entries, and winners, has brought down this trusted resource. Fake ads have long been part of this collection but not in the numbers seen this year. While there are several great pieces of work it's disappointing to see this development / decline.

Ok, we have a bunch of advertising festivals. Some are good, some are bad. I think the One Show is the best one around. Its annual book is really good. If you are getting just one advertising book this year, pick this one. I only wish that the dvd came with the awarded tv spots....

If you plan on reading the creative in this book, you might want to invest in a Sherlock Holmes-esque magnifying glass (and maybe the hat for fun). Better yet, save your 40-some-odd bucks and pick up the Design Annual instead. Thoroughly, thoroughly disappointing edition.

Some really good ads. Nice ideas. But I was hoping it would be full of ideas you wished you had thought of. Still inspiring.

[Download to continue reading...](#)

The One Show, Vol 27: Advertising's Best Print, Design, Radio, and TV (One Show Annual) The One Show, Volume 38 (One Show Annual) The One Show, Volume 37 (One Show Annual) Cooking for One: 365 Recipes For One, Quick and Easy Recipes (Healthy Cooking for One, Easy Cooking for One, One Pot, One Pan) Winter Circuit (Show Circuit Series -- Book 2) (The Show Circuit) Broadway Musicals, Show-by-Show: Eighth Edition The Complete America's Test Kitchen TV Show Cookbook 2001-2017: Every Recipe from the Hit TV Show with Product Ratings and a Look Behind the Scenes Company Aytch or a Side Show of the Big Show: A Memoir of the Civil War Co. "Aytch": The First Tennessee Regiment or a Side Show to the Big Show: The Complete Illustrated Edition The Complete America's Test Kitchen TV Show Cookbook 2001-2016: Every Recipe from the Hit TV Show with Product Ratings and a Look Behind the Scenes The Complete America's Test Kitchen TV Show Cookbook 2001-2018: Every Recipe From The Hit TV Show With Product Ratings and a Look Behind the Scenes Echo Show: A Guide On Everything You Need To Know About The Echo Show Citix60 - Amsterdam: 60 Creatives Show You the Best of the City60 Creatives Show You the Best of the City One-Block Wonders: One Fabric, One Shape, One-of-a-Kind Quilts I AM This Book PG: (One Show) The Best of Bob & Ray: Excerpts from the Bob & Ray Public Radio

Show (Volume One: 4 Cassettes, 4 Hours (64 Selections)) Show Off: How to Do Absolutely Everything. One Step at a Time. The Marino Mission: One Girl, One Mission, One Thousand Words: 1,000 Need-to-Know SAT Vocabulary Words (WordSavvy Book) Fearless: One Woman, One Kayak, One Continent One Boy, One Stone, One God (Arch Books)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)