



Instant Ad Gratification

BOOKS

When you feel like taking a break from cribbing ideas from the awards annuals, you can turn to a new addition to Taschen's line of beautifully produced ad collections: *Advertising Now: Print*, a 640-page, \$39.99 flexicover, edited by Julius Wiedemann. The publisher calls this volume, with some justification, a "mega-roundup of the world's best contemporary advertisements," featuring inspirational work from 40 countries, handily organized by subject. In addition, the book features an interview with the notorious Neil French, and essays by Saatchi worldwide CD Bob Isherwood, Wieden +Kennedy/Amsterdam ECD John Norman, TBWA/Paris ECD Erik Vervroegen and others.

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