

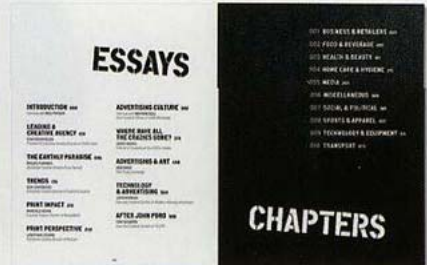
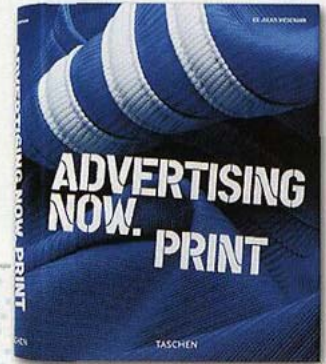
# Good Books

開卷有益

## Advertising Now.Print

### 當代印刷廣告

Wiedemann, Julius (ED)  
Flexicover 膠面印刷本, 19.6 x 24.9 cm  
(7.7 x 9.8 in.), 640 pages 頁  
Price 售價: USD 39.99



**The art of selling :**  
today's most effective and original ads

The world's sharpest creative minds are in high demand in the advertising world, because making effective ads takes a whole lot more than just marketing know-how.

Because ads reflect global and regional mentalities, studying them is interesting not only for their selling points but also for what they have to say about their clients and target audiences.

This mega-roundup of the world's best contemporary advertisements highlights the work of agencies in over 40 countries.

Organized by subjects, such as socio-political, food and beverage, cars, techno-logy, and media, the ads are dated and annotated with information on the design agencies, clients, and products.

The editor: Julius Wiedemann was born and raised in Brazil. After studying graphic design and marketing, he moved to Japan, where he worked in Tokyo as art editor for digital and design magazines.

**推銷的藝術 :**  
現今最有效最原創的平面廣告

最為廣告界渴求的，是天下間最頂尖的創意思維，皆因要製作出有實效的廣告，遠比推銷的知識技巧為之複雜與困難。

由於廣告可以反映出全球性及地區性的心理狀態，以它們作研究對象的有趣之處不單只在廣告中的賣點，還有它以怎樣的方式來表達廣告客戶的訊息，與及怎樣令他們的目標觀者收取訊息。

這本內容豐富，概括當代全球最優秀廣告的大全，重點是介紹來自 40 多個國家的廣告公司所創作的精彩作品。

書內欄目以廣告的主題分門別類，包括：社會與政治、食品與飲料、汽車、科技及媒體；所有廣告均附有面世日期及列有註釋，提供了有關廣告設計公司、廣告客戶及產品本身的資料。

作者：Julius Wiedemann 於巴西出生及成長。他修讀完畢平面設計及市場學課程後便移居日本，在東京擔任數碼與設計雜誌的美術主編。

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