

*Advertising Now. Print* edited by Julius Wiedemann (Taschen)

640 pages

Yes, I work in advertising, as my *January* bio so proudly states. So I sometimes gravitate toward books about marketing and design. This one is a doozy, filled cover to cover with some of the best print advertising created by anyone, anywhere, in recent years. (No, none of my own work is in here.) Rather than just page after page of images, though, this book is really a look at the state of print (that is, magazine) advertising today, with the ads themselves divvied up into logical sections including Business & Retailers, Food & Beverage, Health & Beauty, Home Care & Hygiene, Media (no ampersand!) and others. Slipped between these sections are illuminating essays by the guys driving the industry today (no, there are no women here; I wonder what that means). Simply a superb book for anyone interested in advertising - and a meaningful slice of contemporary culture that shows us how creatively we talk to ourselves. -- *Tony Buchsbaum*