

# D&AD 2010: The Best Advertising and Design In the World Taschen Taschen Mul edition



**The best professional's annual in the world**

Following the success of D&AD 2009, the exclusive and highly-coveted annual from TASCHEN – featuring the year's best creative work – a new volume will be available again to the public at the end of 2010. The awards panel judges over 20,000 works from design studios, advertising agencies, branding consultancies, film production and photographic agencies, digital media pioneers, and other creative firms from all over the globe. Winners receive the legendary D&AD Yellow Pencil Award – or in the case of exceptional and outstanding work, the rare Black Pencil Award.

**The TASCHEN D&AD Annual is an absolute must-have reference work for anyone interested in creativity, communication, design, or advertising, with the previous volume for 2009 having been published worldwide by TASCHEN.**

**Featuring the latest D&AD award-winning work in the fields of:**

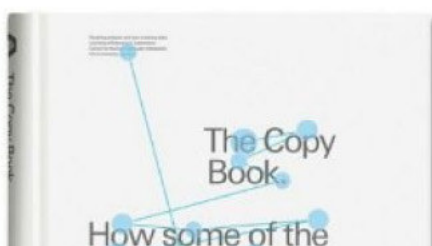
Ambient, Art Direction, Book Design, Branding, Broadcast Innovations, Digital Installations, Direct, Environmental Design, Graphic Design, Illustration, Magazine & Newspaper Design, Mobile Marketing, Music Videos, Online Advertising, Packaging Design, Photography, Poster Advertising, Press Advertising, Product Design, Radio, TV & Cinema Advertising, TV & Cinema Crafts, Viral, Websites, Writing for Advertising, and Writing for Design.

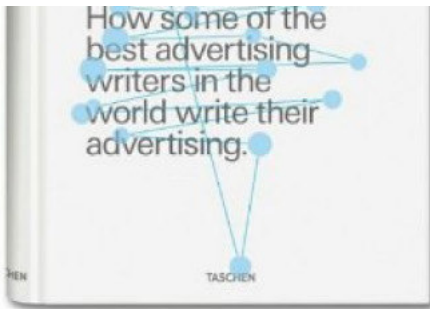
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D&AD: The Copy Book

**Author:**

The annual **D&AD Awards** – the industry's biggest and best – reward outstanding creativity, originality, technical excellence and innovation in design and advertising. D&AD is a nonprofit educational charity that was launched in 1962 by a group of London-based designers and art directors, with iconic and legendary professionals on both its judging panels and winners lists. By celebrating creative communication and rewarding its practitioners, D&AD raises standards across the industry.





The superstars and leading professionals in the business of writing ads

In 1995, the D&AD published a book on the art of writing for advertising. Though now outdated, the best-selling book remains an important reference work today—a bible for creative directors. D&AD and TASCHEN have joined forces to bring you an updated and redesigned edition of the publication, including works from the last 15 years. Regarded as the most challenging field in advertising, copywriting is usually left to the most talented professionals—often agency leaders or owners themselves. The book features a work selection and essays by 48 leading professionals in the world, including copywriting superstars such as David Abbott, Lionel Hunt, Steve Hayden, Dan Wieden, Neil French, Mike Lescarbeau, Adrian Holmes, and Barbara Nokes. Looking for the clues to well-written, effective, and compelling stories that make great advertising? Look no further.