

Librería
Bonilla y Asociados
desde 1950



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Unraveling the creative process behind some of the most effective campaigns of recent years, Mario Pricken showcases over two hundred examples of international advertising from a wide range of media, including magazines, billboards, television, movies, and the Internet.

Each chapter highlights different practical methods for creating innovative and unforgettable ads, with award-winning work from some of the most influential names in the industry. This edition includes a completely revised and updated introductory chapter plus dozens of new examples that demonstrate a fascinating range of approaches. 450+ illustrations, 280 in color.