



Epica Book 24: Europe's Best Advertising (Epica: Europe's Best Advertising)

By Epica



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Judged by journalists from 234 leading trade magazines covering the communications industry in Europe and EMEA regions, the 24th Epica awards attracted 3,155 entries from 530 of the best advertising agencies, photographers, TV and web production companies in 48 countries. ***Epica Book Twenty Four*** features more than 950 commercials, print ads, innovative media ideas, publications, internet sites, direct marketing operations, packaging design projects and integrated campaigns. All the gold, silver and bronze winners are featured, together with a large selection of other high-scoring entries.

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Editorial Review

Review

[Sets] standards for new thinking, for intelligent problem solving and for refreshing insights... Enjoy! -- Amir Kassaei, Chief Creative Officer, Ddb Group, Germany ...work that points the way to the advertising of tomorrow. -- Olivier Altmann, Chairman Publicis Worldwide Creative Board This is the closest you'll get to a 'how to' book on creative advertising. -- John Pallant, Regional Creative Director, Saatchi & Saatchi, Me

From the Back Cover

Epica 24 is an essential text for those working in the advertising industry. A collection of winning images from the highly esteemed 10/11 Epica Awards, this unique record contains over 1000 high-quality color images. It is the only reference annual on European advertising that covers all types of media, from commercials and print publications to internet sites and integrated marketing campaigns.

The Epica Awards are the most prestigious creative awards in Europe. Thought provoking, visually spectacular, ground breaking or amusing, each image has made an impact and will continue to inspire.

About the Author

Epica Book Twenty Four includes a foreword by Flip Nilsson, Executive Creative Director, Forsman & Bedenfors Gothenburg, and articles by Lewis Blackwell, Director of Strategy for Image Source, and Mark Tungate, a world renowned expert and author on branding and communications.

Users Review

From reader reviews:

Jeremy Smith:

People live in this new moment of lifestyle always make an effort to and must have the spare time or they will get large amount of stress from both everyday life and work. So , whenever we ask do people have free time, we will say absolutely yes. People is human not a robot. Then we request again, what kind of activity have you got when the spare time coming to you actually of course your answer may unlimited right. Then ever try this one, reading guides. It can be your alternative inside spending your spare time, typically the book you have read is Epica Book 24: Europe's Best Advertising (Epica: Europe's Best Advertising).

Alan Levin:

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Larry Gregg:

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