

# EPICA BOOK

An abstract landscape painting in shades of blue, orange, and black. The composition features dark, jagged shapes that resemble mountains or landforms against a lighter blue background. A bright orange and yellow area in the upper left suggests a sunset or sunrise. The overall style is expressive and modern.

EUROPE'S BEST  
ADVERTISING

# Epica Bk 13 Europes Best Advertising

**SA Adler**



## **Epica Bk 13 Europe's Best Advertising:**

**Epica Book 23: Europe's Best Advertising** Epica Awards, 2010-08-23 This book is a unique source of information for all those interested in contemporary European creative trends and is conveniently arranged by product category with creative credits and brief translations where necessary Epica Book 23 Europe's Best Advertising includes articles by Lewis Blackwell and Mark Tungate author of Media Monoliths and Adland Kogan Page who also contributed the creative synopses

**Epica Book 23: Europe's Best Advertising** Richard Hoggqvist, 2010-08-28 All the gold silver and bronze winners are in the Epica Book together with a good selection of other high scoring entries This volume includes articles by Lewis Blackwell and Mark Tungate author of Adland who also contributed the creative synopses *Epica Book 24: Europe's Best Advertising* Epica Awards, 2011-08-01 Epica 24 Europe's Best Advertising is an essential text for those working in the advertising industry 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 Epica Book 24 includes articles by Lewis Blackwell and Mark Tungate author of Media Monoliths Kogan Page 2004 and Adland Kogan Page 2007 as well as an introduction by Filip Nilsson creative director of Forsman Bodenfors Gothenburg **Epica Book ... European Advertising Annual**, 1999

**Epica Book 33** Epica Awards, 2020-10-29 Epica Book 33 features inspirational work from the 2019 Epica Awards It showcases outstanding creativity in advertising design media PR and digital communications As well as over 1000 colour images the book includes winning and high scoring entries comments from Epica's unique jury of journalists and behind the scenes interviews with Grand Prix winners Like previous editions of this annual publication it is a unique source of information and ideas for professionals young talents and anyone fascinated by the world of creative communications

**Epica Book 30** Epica Awards, 2017-09-07 Beautifully illustrated with over 1000 colour images the 30th edition of the Epica Book includes a flashback to some of the most remarkable winners from the past 30 years In addition it showcases more than 850 creative projects honoured in the 2016 Epica Awards including fascinating background stories on all the latest Epica Grand Prix winners Featuring work from communication agencies film production companies media consultancies photographers and design studios the Epica Book is a unique source of information and inspiration for all those interested in contemporary worldwide advertising trends **The Publishers Weekly**, 1994 **Library Journal**, 1994-07 **The**

**Library Journal**, 1994 Includes beginning Sept 15 1954 and on the 15th of each month Sept May a special section School library journal ISSN 0000 0035 called Junior libraries 1954 May 1961 Also issued separately **Whitaker's Book List**

, 1991 *Dieu, otage de la pub ?* Gilles Lugin, Serge Molla, 2008 Dieu est-il pris en otage par la publicité Religions et consommation font d'un sordide bon marché ou tout le moins un marché commun Mais qui profite la rencontre Aux annonceurs qui jouent sur la mémoire et le sens de l'ironie des consommateurs actuels ou aux religions qui trouvent dans cette collusion une occasion unique de se faire encore remarquer Dans cet ouvrage crit par un spécialiste de la pub et un théologien des clés de

lecture sont présentes la fois pour circonscrire les religions inspirant les communicateurs et pour mesurer le sens des valeurs véhiculées par la pub quand elle recycle du spirituel. Plus de 200 publicités classiques sont reproduites dans ce livre assorties d'un commentaire et d'une mise en perspective générale qui précisent l'origine exacte de leurs matrices religieuses et le choc ou l'harmonie créés par la rencontre du religieux et du commercial. Le christianisme mais également le bouddhisme, l'hindouisme, le judaïsme et l'islam apparaissent ainsi comme sources d'inspiration publicitaire alors que dans l'autre sens plusieurs exemples montrent comment les Eglises utilisent la publicité pour mobiliser de nouveaux adhérents. Dieu et Pub qui profite de qui.

Books In Print 2004-2005 Ed Bowker Staff, Staff Bowker, Ed, 2004      **Forthcoming Books** Rose Arny, 2004      *International Books in Print*, 1990      *Index de Périodiques Canadiens*, 1998      Books in Print Supplement, 2002      Subject Guide to Books in Print, 1997      **Willing's Press Guide**, 1996 A guide to the press of the United Kingdom and to the principal publications of Europe Australia the Far East Gulf States and the U S A      Subject Guide to Children's Books in Print 1997 Bowker Editorial Staff, R R Bowker Publishing, 1996-09      *The Designer's Index*, 1990

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