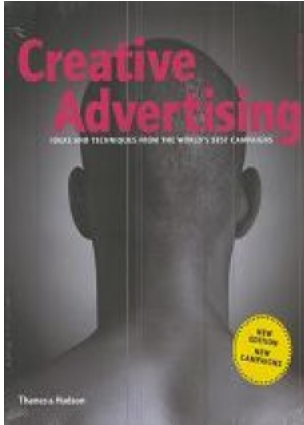


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Unraveling the creative process behind some of the most effective campaigns of recent years, Mario Pricken showcases over two hundred examples of international advertising from a wide range of media, including magazines, billboards, television, movies,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

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