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This is a terrific book,
with information about
how the wonderful
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advertising campaign
began. The real
strength of the book is
the collection of
images. In some cases,
looking at an entire

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campaign all together
takes something away
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vodka advertising campaign has been running nonstop for fifteen years, which, in advertising, is practically forever.

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Original. Language:
English. Brand new
Book. Highlighting the
award-winning
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of Absolut Vodka, this
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bottle art and iconic
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advertising agency from the beginning, shares an intriguing, behind-the-scenes account of the birth and growth of this heralded campaign, its personalities and creators, and the paths they've taken to keep it perpetually fresh.

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made from natural
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of Absolut Vodka, this art and design book features over 250

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absolut loves art
Absolut is so serious about art, it keeps an Absolut Art Collection at the Museum of

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These aren't the
magazine ads you tape
on your bedroom wall
lest ...

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Lewis of TBWA
Chiat/Day, Absolut's
advertising agency
from the beginning,
shares an intriguing,

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account of the birth
and growth of this
heralded campaign,...

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"A Tribute to the
History of Vodka" The
country of Sweden and
the village of Åhus are
the home of Absolut
Vodka. But there is
another place of which
vodka knows its way
around: Russja. As part

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of our Cities series
limited editions, the
design created in
collaboration with
Russian fashion
designer ...

**Absolut Vodka -
Absolut Moscow**

Absolut Vodka is a
brand of vodka,
produced near Åhus, in
southern

Sweden. Absolut is a
part of the French
group Pernod
Ricard. Pernod Ricard

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bought Absolut for
€5.63 billion in 2008
from the Swedish
state. Absolut is one of
the largest brands of
spirits in the world
(after Officer's Choice,
Smirnoff, Bacardi) and
is sold in 126
countries.. Absolut
practices a One Source
production philosophy
...

Absolut Vodka - Wikipedia

This is a terrific book,
Page 20/24

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with information about how the wonderful Absolut vodka advertising campaign began. The real strength of the book is the collection of images. In some cases, looking at an entire campaign all together takes something away from the individual ads.

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"Absolut's advertising is among the most effective, most honored and most imitated in marketinginspiring some consumers, for instance, to collect the colorful ads like baseball cards'Absolut Book' may well appeal to readers beyond the confines of Madison Avenue or martini bars."the New York Times.

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