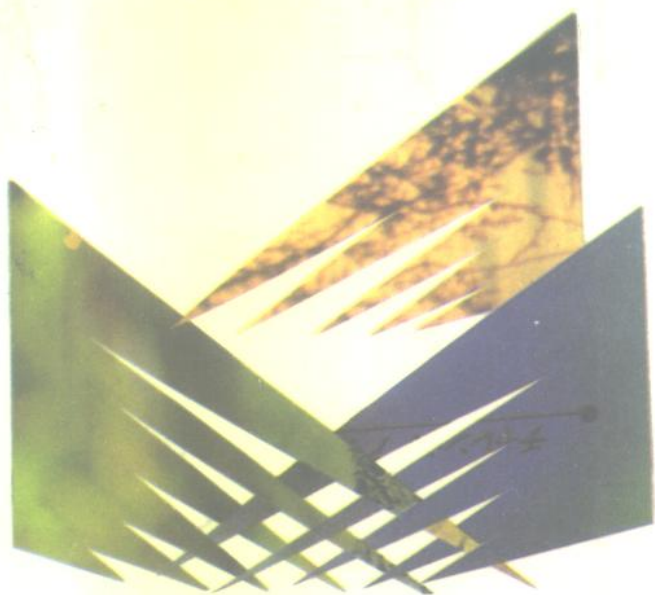




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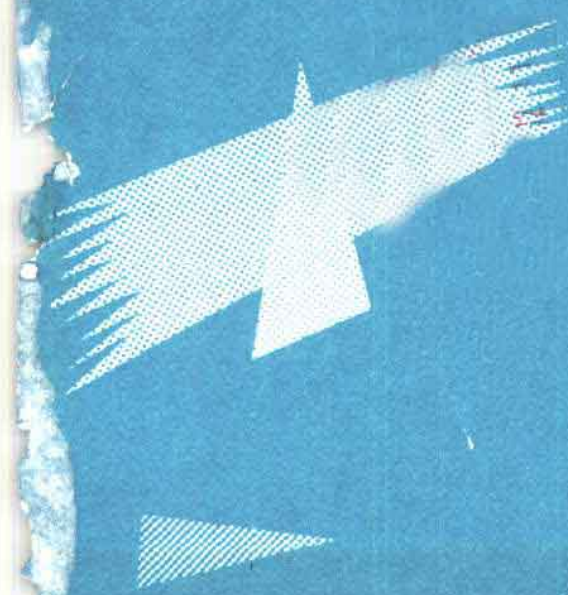
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肖涓公 宋果鸿编绘

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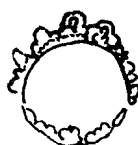
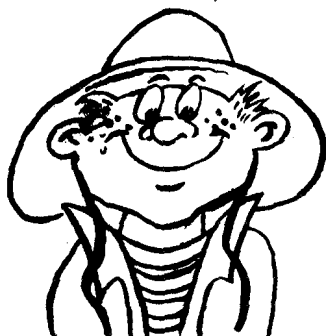
前言

在现代的商业竞争中，广告以各种不同的形态，运用各种不同的艺术表现手段，独特的魅力，吸引着成千上万的顾客，它借助独特的思想，强烈的探索性，以鲜明的形象，迎合着变化着的市场和顾客心理的需要，并能在一瞬间抓住人们的心灵，告诉人们一件事、一件商品和一家企业，这种艺术就是今天的广告艺术，它已经被人们广泛地应用到生活中的各个角落。

本书是作者利用多年的时间，以众多的国外广告资料中收集、整理、编绘而成的。内容丰富，形式新颖，造型独特，有一定的艺术感染力，给人以深刻的印象，对于从事商品包装，装潢设计，广告宣传的专业工作者和业余美术爱好者，有一定的借鉴和参考价值。

编者：

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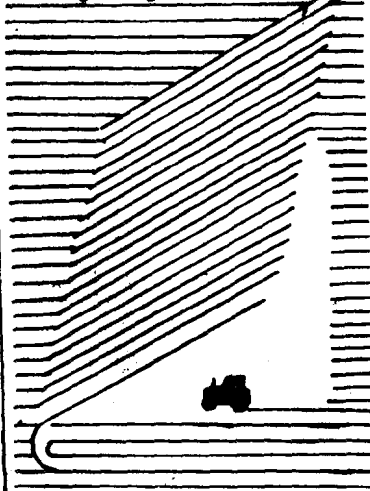


TOUS LES BEAUX TISSUS SONT LA
PTROUCHARA
VOUS LES OFFREZ-ILS PAUK CA!



TISSUS BOUCHARA

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spartakii Cariplo:
un'espansione
continua
e capillare

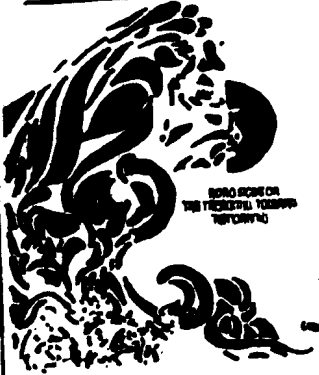
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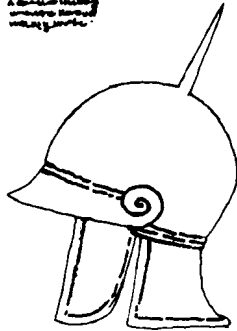


HARLAN ELLISON
APPROACHING
OBSESSION

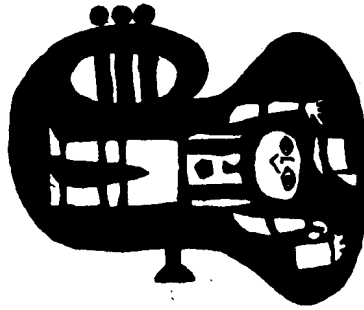
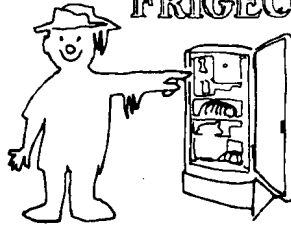


BOOKS HOME ON
 THE TERRIBLE THINGS
 THEY CAN DO

Words from the Myths
Isaac Asimov
 A Science Fiction
 author's words
 on the myths



FRIGECO



Bien dans ses Gep
 Bien dans sa tête

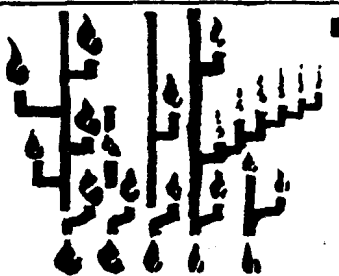
JIM AND CHRISTOPHER SLATER
 A MAZING MONSTERS

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Evolution Now

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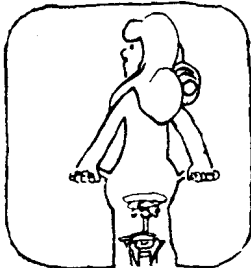
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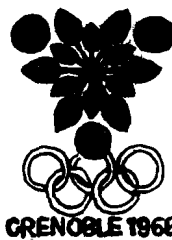
ВОДИТЕЛИ
и ПЕШЕХОДЫ!



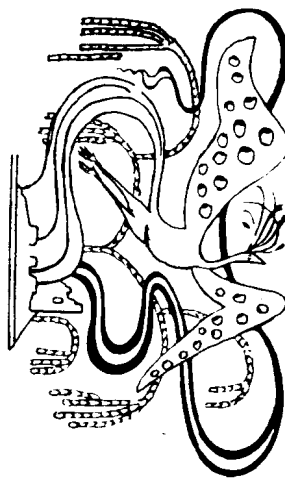
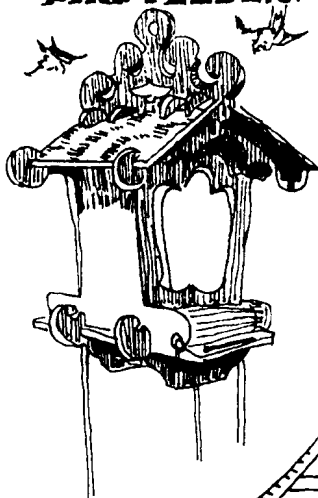
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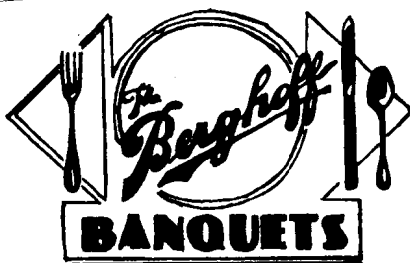


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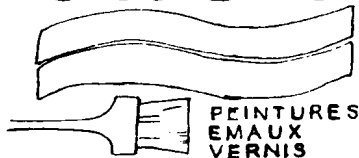


**SNAP TOGETHER
BIRD FEEDER.**





corona

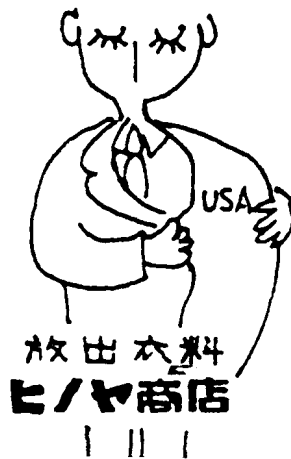
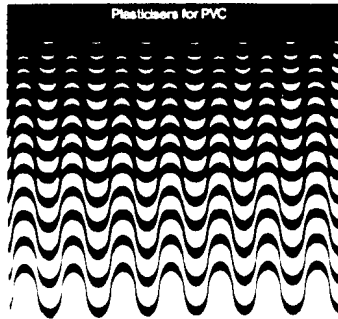
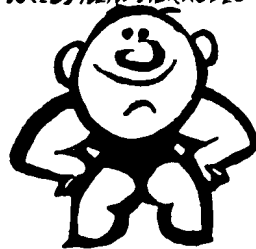


Incident on the Way
to a Killing
Michael Hammonds





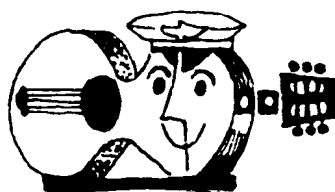
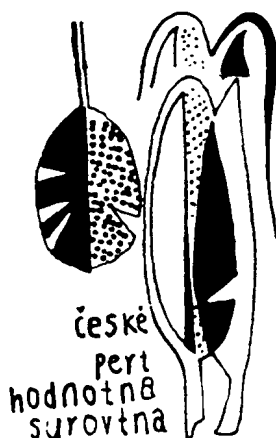
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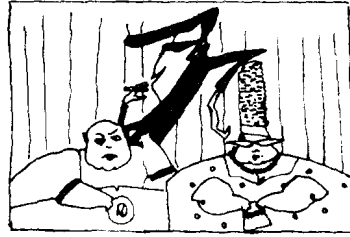
c'est le moment
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Miele



c'est le moment
d'avoir un
sèche-linge.

Miele

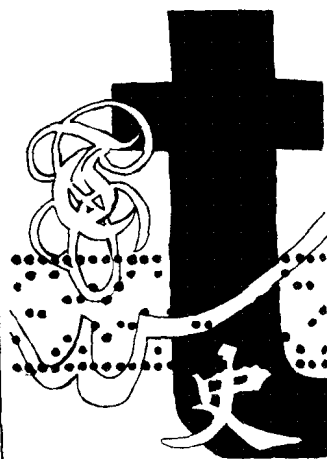
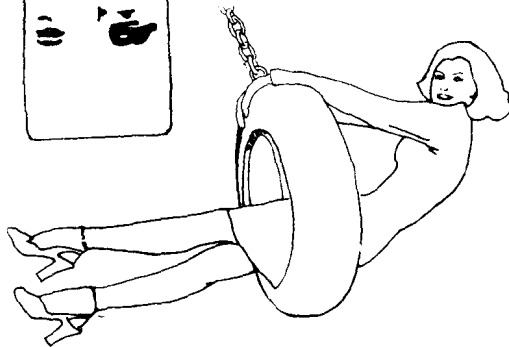


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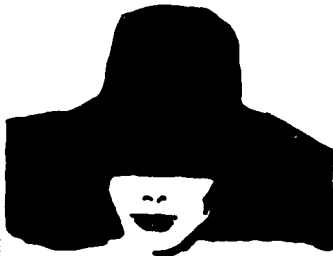
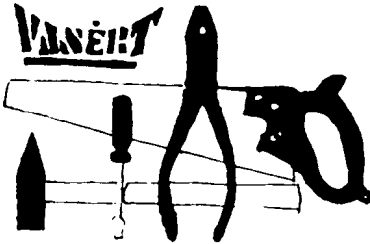
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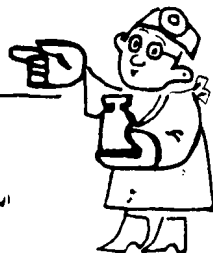


SAFETY MATCHES



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**PATH
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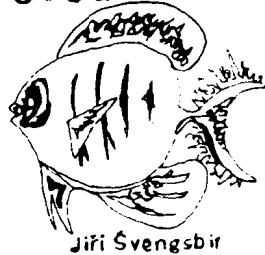
SPAR lucifers
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男の顔千円
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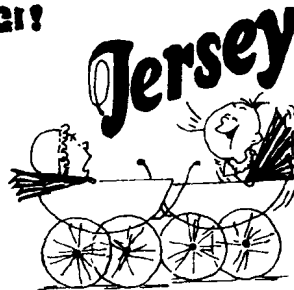


50 LET GRAFIKY
SCUG HOLLAR



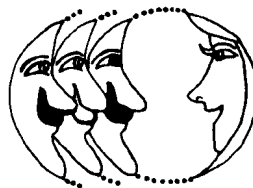
Jiří Svengsbir

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NATURALMENTE...

Frau Luna



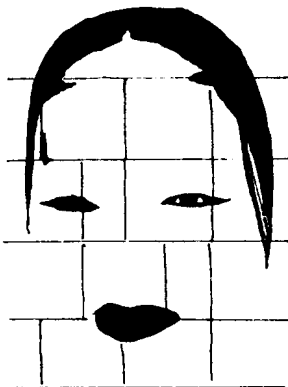
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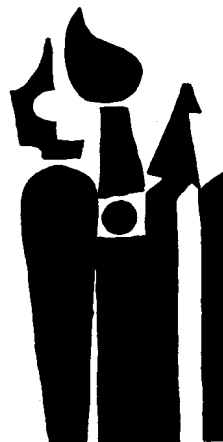
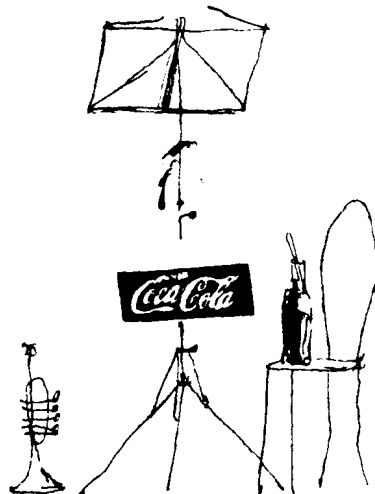
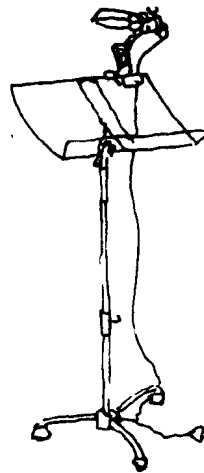


popsi
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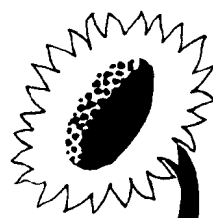
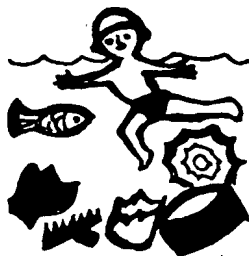


J G BALLARD
**EMPIRE OF
THE SUN**
A GRANADA PAPERBACK



Paul Vaccarello

NEODPOVEDNOST
ohrožuje zdraví



GIRASSOL



chama



LILY
OF FRANCE



APOLLO



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de la vraie
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