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# **Graphis Advertising Annual 2002**





### **Synopsis**

Advertisements have power not only to sell but also to amuse, entertain, inform and even startle. Graphis assembles the best advertising from around the world in this exquisite annual. A tool no designer or art director should be without, it includes more than 400 full-color reproductions of outstanding campaigns and single ads, detailed credit information and comprehensive indices.

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