



# One Show, Volume 32: To Steal is Genius (One Show: Advertising's Best Print, Design, Radio, TV)

*The One Club*

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Great advertising and design can make the world stop and think. It can make people listen. And, sometimes it can even change a person's life. The One Show celebrates all of the qualities that go into making a successful ad campaign or design. Considered by many to be the benchmark in advertising annuals, this year's edition features the very best work from around the world from the 2010 One Show and One Show Design contests. In these pages are more than 1,600 four-color images from the finalists and winning entries, insider perspectives from the Gold Pencil winners, a spotlight on the Client of the Year, the college competition winners, and a look into the judging process with a Judge's Choice section. Lavishly produced with full-color throughout, this book is the must-have annual for creatives, clients, students, and anyone interested in advertising and design. Categories covered include print, design, integrated branding, television, and radio.

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