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"How 30 Great Ads Were Made" by Eliza Williams and published by Laurence King in March 2012 takes. readers behind the scenes in the world of advertising, showcasing 30 phenomenally successful campaigns from the last decade.

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How 30 Great Ads Were Made: From Idea to Campaign by Eliza Williams Laurence King Publishers (March 14, 2012) 224 pages, 600 b/w & color illustrations, softcover List Price: \$40 ISBN-13: 978-1856698214

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