

One Show Interactive, Volume XI: Advertising's Best Interactive and New Media



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Interactive advertising and new media have come a long way from simple pop-up ads and banners. Among the winners in this year's 2008 One Show Interactive Awards, you'll find work that inspires, entertains, and continually pushes the boundary between the real and virtual realms. *One Show Interactive, Volume XI* showcases the best of this past year's winners from around the world. Featuring an all-new format, this latest edition includes more in-depth analyses of the Pencil-winning work, more descriptions, and a new look. With more than 1,200 four-color images in a lush package, *One Show Interactive, Volume XI* is an important reference source for creatives, producers, and students alike. Categories covered include e-commerce, corporate image, direct marketing, self-promotion, and more.

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