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Clio Awards: The 42nd Annual Awards Competition, 2001



Synopsis

The annual Clio Awards are the most prestigious and world-renowned festival and competition for the advertising industry. To look at the Clio gallery featured in these pages is to see some of the world's most powerful ads. Part of the effort in recognizing these outstanding graphic achievements through a published collection is to acknowledge greatness, but it is also in part to instruct students of the craft, and to celebrate one of the most interesting art forms in modern culture. The projects featured in this book are judged by leading professionals who are distinguished in their fields and represent the best of their craft. This book not only represents the best of the year, it sets the standard for the future.

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The New York-based Clio Awards is one of the oldest and largest advertising awards competitions in the world.

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