

## Absolut Book The Absolut Vodka Advertising Story

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A New York Times bestseller with over 175,000 copies sold, the ABSOLUT BOOK is as good as the vodka it promotes. Richard Lewis takes readers behind the scenes to cover the birth and growth of this award-winning advertising campaign, and provides the definitive illustrated history of one of the most successful advertising promotions ever seen.

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heralded campaign, its personalities and creators, and the paths they've taken to keep it perpetually fresh.

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## **Absolut Vodka**

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"A Tribute to the History of Vodka" The country of Sweden and the village of Åhus are the home of Absolut Vodka. But there is

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another place of which vodka knows its way around: Russia. As part of our Cities series limited editions, the design created in collaboration with Russian fashion designer ...

## **Absolut Vodka - Absolut Moscow**

Absolut Vodka is a brand of vodka, produced near Åhus, in southern Sweden. Absolut is a part of the French group Pernod Ricard. Pernod Ricard bought Absolut for €5.63 billion in 2008 from the Swedish state. Absolut is one of the largest brands of spirits in the world (after Officer's Choice, Smirnoff, Bacardi) and is sold in 126 countries.. Absolut practices a One Source production philosophy ...

## **Absolut Vodka - Wikipedia**

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## **Amazon.com: Customer reviews: Absolut Book.: The Absolut ...**

"Absolut's advertising is among the most effective, most honored and most imitated in marketinginspiring some consumers, for instance, to collect the colorful ads like baseball cards'Absolut Book' may well appeal to readers beyond the confines of Madison Avenue or martini bars."the New York Times.

## **Absolut Book: The Absolut Vodka Advertising Story Lewis**

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