



## Game Changers: The Evolution of Advertising



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# Game Changers: The Evolution of Advertising

*From Taschen*

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The Cannes Lions Festival celebrates 60 years of inspiring creativity. Inspiring creativity is at the heart of the Cannes Lions International Festival of Creativity, held every June. Attracting more than 34,000 entries from all over the world, the festival is a truly global meeting place for the industry, where creative professionals come to debate, learn, and be inspired; where the greatest industry honors are bestowed; where those pushing creative communications forward are celebrated. In 2013, the festival is celebrating 60 years of awarding innovative, solution-driven, ground-breaking thinking; to mark the occasion, Cannes Lions and TASCHEEN present "Game Changers," a retrospective of the past 60 years. A creative council of five top names in the creative industry has selected the most important works that paved the way for advertising professionals to change the way they communicate with consumers. Also included is a timeline showing a retrospective of groundbreaking work from the past 60 years.

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312 pages

### About the Author

Peter Russell studied as a lawyer before learning his craft as a writer and editor under Sir John Hegarty at BBH, David Abbott at AMVBBDO and the late Paul Arden at Saatchi & Saatchi. He lives in Brussels and works as a creative director at [peterrussell.be](http://peterrussell.be). Senta Slingerland is the Head of Creative & Digital at Cannes Lions. With a background in journalism and production, she runs the creative and digital strategies across the Lions Festivals group.

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