



1,000 Retail Graphics (1000 Series)

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The retail industry is one of the most competitive and, as a result, challenging arenas for graphic designers. The expectation for creativity and originality is extremely high, yet the success rate of many retail ventures is quite low-so getting the marketing and branding right is essential for survival. This book will provide a wealth of graphic design inspiration from a variety of retail businesses, offering designers, retail marketers, and business owners a vast collection of innovative options. Like the other books in Rockport's *1,000* series, the pages will pop with ideas for promotions, signage, tags, advertisements, flyers, bags, logos, and ad premiums such as novelties, giveaways, and more.

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1,000 Retail Graphics (1000 Series) From Brand: Rockport Publishers Bibliography

- Rank: #2012761 in Books
- Brand: Brand: Rockport Publishers
- Published on: 2007-05-01
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .87" w x 9.25" l, 2.32 pounds
- Binding: Paperback
- 320 pages

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Editorial Review

About the Author

JGA has evolved to become one of the leading design, brand strategy and architectural firms specializing in transactional environments in the U.S.? Since 1971. Recognized as a Top Ten Retail Design Firm by Interior Design magazine and named winner in a myriad of environmental and graphic design competitions, JGA recent award-winning projects include: Brookstone, Hershey's, Jaguar, The North Face, Godiva Chocolatier, Spencer's and Metropark. For more information, visit www.JGA.com.

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