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ALL RIGHTS RESERVED, Hong Kong, 2008. Hardback. Book Condition: New. 254 x 184 mm. Language: English . Brand New Book. As promotional materials have evolved to conform to recent advances in technology and new media, styles have expanded to incorporate sophisticated design that reaches far beyond simple, text filled information. In fact, designs of direct marketing have improved to such an extent that they are now treated by some designers and compilers of artful and effective graphics, as collectables. These tools and materials have become an integral part of successful marketing strategies of brands that have achieved an amazing level of recognition and furthermore, garnered a devoted audience along the way. In 100 DM Direct Marketing we showcase the most impressive and effective materials including catalogues, leaflets, brochures, and invitations from the field of fashion to the leisure industry. 100 DM demonstrates how well designed direct materials can effectively communicate a long lasting message while developing and preserving a sophisticated audience.



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