



1,000 Retail Graphics (1000 Series)

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A virtual catalog of ideas for inspired retail design

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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