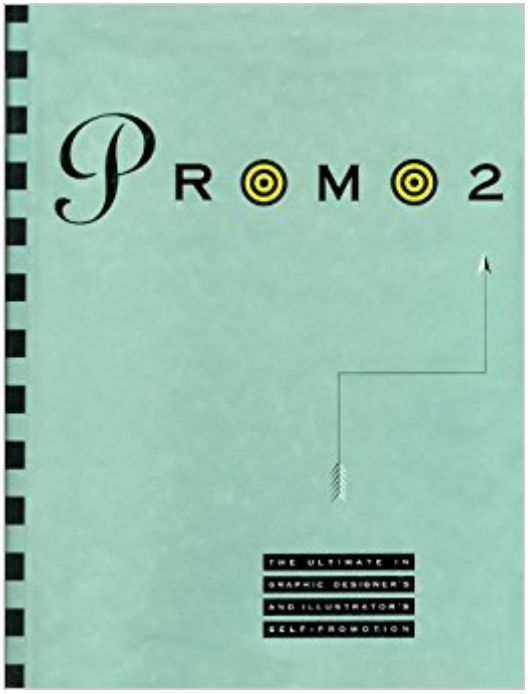
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First edition. Seventy-six design and illustration firms showcase their work here in over 240 full color photographs. Included are both self-promotion pieces and client promotions showcasing posters, brochures, calendars and holiday cards. Dust jacket wrinkled and chipped around top edges. iv, 153 pages. cloth, dust jacket.. 4to..

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If you’re a creative at an advertising agency or even a freelancer like me, you get to a point where you hit the wall... you’re creative juices are just gone. If you’re doing a self-promotion piece for your client, company or personal business, this book will be a tremendous springboard of inspiration when you’re stumped for ideas.This book not only shows studio-quality photos of promotional items, it also tells in many cases the cost to produce the items and the materials used. While there are some "far out" promo items, they are creative, yet mostly conservative compared to some of the really wacky things out there. The promo items covered are mostly in paper and there are no multimedia or website promos cited. The book is beautifully designed and well presented -- a great

book for any creative’s reference library.

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