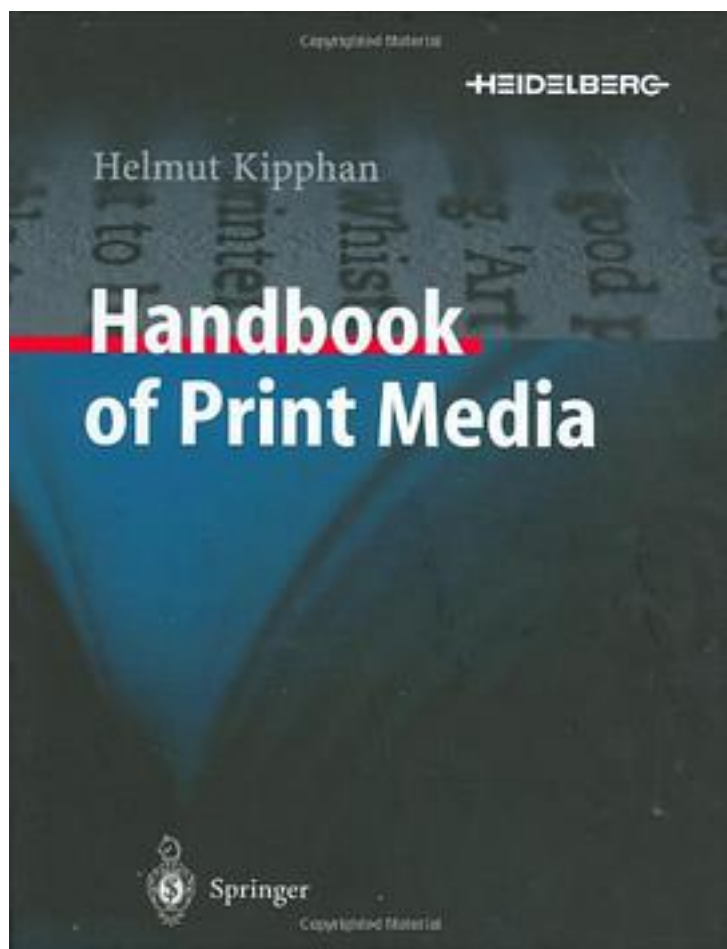


Handbook of Print Media



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Printers nowadays are having to learn new technologies if they are to remain competitive. This innovative, practical manual is specifically designed to cater to these training demands. Written by an expert in the field, the Handbook is unique in covering

the entire spectrum of modern print media production. Despite its comprehensive treatment, it remains an easy-to-use, single-volume reference, with all the information clearly structured and readily retrievable. The author covers both traditional as well as computer-aided technologies in all stages of production, as well as electronic media and multimedia. He also deals with training, research, strategies and trends, showing readers how to implement the latest methods. With 1,200 pages, containing 1,500 illustrations - over half in colour - the Handbook conveys the current state of technology together with its specific terminology. The accompanying CD-ROM includes the entire manual in fully searchable form.

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