The Big Book of Business Cards

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著者:Carter, David E.

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Business cards have changed. Once they were designed almost as an afterthought, and made to match the letterhead and envelope. The new business card is a business tool, but only if it stands out. The business card that is given to someone must impact. It must connect the card with the person, and the old one-color, one-sided business

card is no longer worth the paper it is printed on. Firms who created brand identities need to see just what's happening in the world of business cards. They need to see outstanding cards from large and small companies from around the world -- and in this book, they will.

作者介绍:

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