

# The Big Book of Self Promotion



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Effective self-promotion builds reputations and credibility. It sets the best firms apart, distinguishing their clients and prospects, and guaranteeing sales. Successful sales result from effective successful self-promotion and the The Big Book of Self Promotion is an extraordinary resource featuring work from top designers around the globe. It

offers hundreds of ideas, pages of inspiration, and loads of advice for professional graphic designers and students alike. This book provides ideas on corporate and product literature, annual reports and direct marketing, and new media, providing a wellspring of ideas for designers creating client brochures. It offers recommendations for choosing type, layout, photo treatments, and much more.

作者介绍:

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标签

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评论

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书评

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