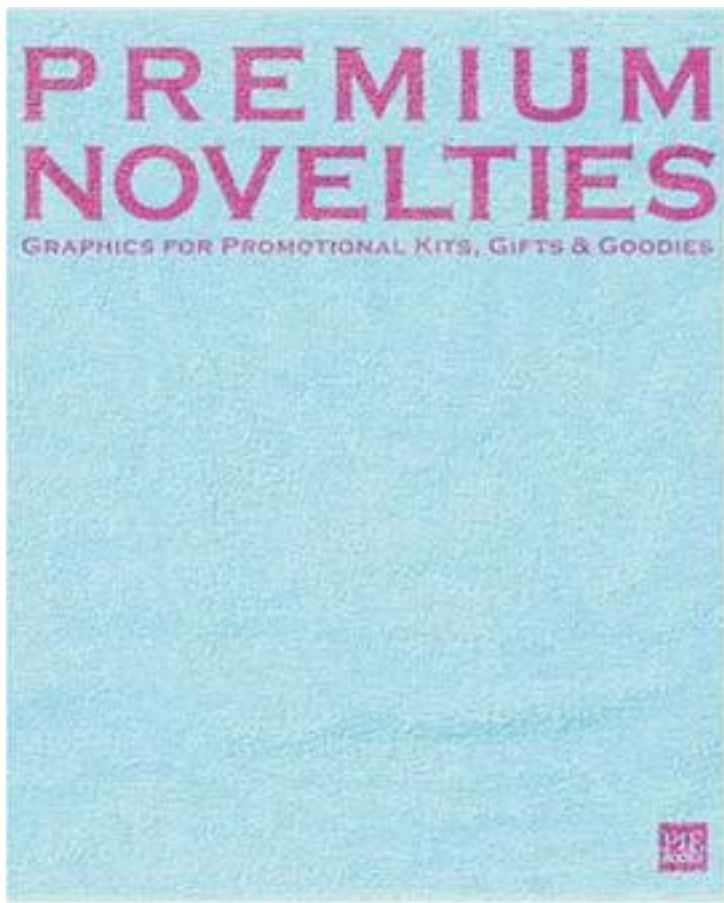


Premium Novelties



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Just having the name of a business recognized in the market is not enough to drive repeat sales. It's important for a company, retail shop, or restaurant to have other ways to further boost sales. This book introduces impressive and effective promotional novelties, such as creative press kits, promotional materials, and limited-time, only

must-have giveaways, which keep current customers loyal and satisfied, and attract new customers. Freebies are very rewarding—everyone enjoys free gifts—and the customer feels like they are appreciated. Promotional gifts have been utilized successfully by many different industries in fun and unique ways. This is a one-of-a-kind source of useful and creative ideas for graphics designers and advertising professionals.

作者介绍:

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