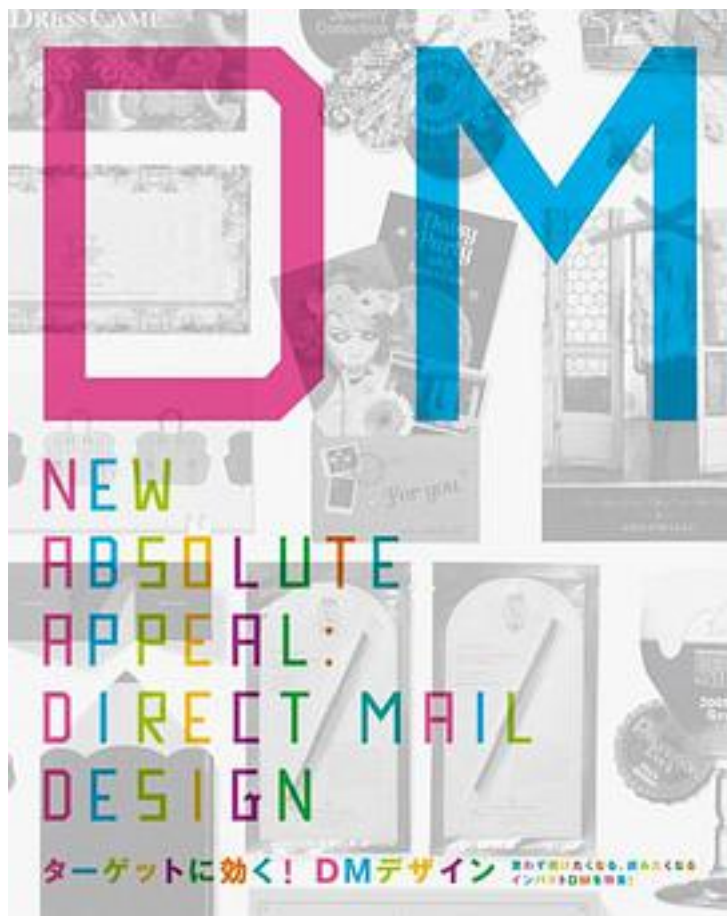


New Absolute Appeal



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著者:PIE Books

出版者:PIE Books

出版时间:2010-09-21

装帧:Hardcover

isbn:9784756240163

Outrageous direct mail ideas which make the recipient want to open the piece and pay attention to what's inside. New Absolute Appeal shows a variety of direct mail ideas that have succeeded in captivating the target audience. This collection covers a wide range of direct mail that incorporates gimmicks, uses unique shapes or surprising

materials to surprise the recipients. Examples include seasonal greetings for customers, debut announcement for new merchandise, exhibition announcements, opening party invitations, and more. All designs are categorized by industry such as apparel, accessories and cosmetics, commerce and retail, food and restaurants, and creative and private. An excellent idea source for all graphic designers, marketing professionals, and students. This is the second volume of Absolute Appeal: Direct Mail Design, one of PIE Books’ strongest titles.

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