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# The Big Book Of Packaging



## Synopsis

Branding and design gurus Will Burke, Lisa Baer, and James Pietruszynski deliver a comprehensive and visually stunning anthology of the latest innovations in packaging design. The Big Book of Packaging shows designers how to package products creatively, economically, and sustainably, featuring over five hundred carefully selected designs, as well as profiles of some of the world's leading designers, and a section entirely dedicated to green and environmentally conscious packaging. Alongside other volumes in the Big Book series, such as David E. Carter's Big Book of Design Ideas or Cristian Campos's The Big Book of Bags, Tags, and Labels, The Big Book of Packaging is an indispensable resource for designers, product marketers, and retailers who want remain on the cutting edge of packaging design.

## Book Information

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## Customer Reviews

good book

Needed this book for school. Good price

If you want to have a nice gallery of good packaging products, to watch while you're having a poop, this is the book (or you can just go through the google and type the word packaging, there you go!). If you want to know about theory, structural specs and types of packaging this is definitely NOT the book you're looking for.

AMAZING. So inspirational. This is the bible of packaging design. Page layout is also beautiful.

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