

# Print Buyers Bible: Promotional and Marketing Printing



Divided into two parts with a third comprehensive reference section, the first part presents a general introduction to printing processes and print buying. The second part develops the first with specific reference to promotional print buying, giving the tips and techniques of years of experience from a leading supplier and implementer of promotional print. Step-by-step examples of how to do it with loads of cost and time saving techniques. Know how to brief designers and printers proofs and colour correct budget and schedule projects, manage complex projects from information supplied from an electronic database and much more whether producing a flyer or leaflet, a catalogue, point of sale or company report or a glossy brochure. This book should be of interest to print buyers in marketing department travel agencies.

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