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Autore	McCarter Jim
Titolo	Microsoft Publisher 2007 for dummies [[electronic resource] /] / by Jim McCarter and Jacqui Salerno Mabin
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ISBN	0-470-27378-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (386 p.)
Collana	For Dummies
Altri autori (Persone)	MabinJacqui Salerno
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Soggetti	Desktop publishing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Micrsoft Office Publisher 2007 FOR Dummies; Table of Contents; Introduction; Part I Getting Acquainted with Publisher 2007; Chapter 1 Own the Printing Press; When Should You Use Microsoft Publisher 2007?; How Desktop Publishing Works; The Design Process; Getting Out of the Gate with Publisher; Chapter 2 Success by Design; Know Your Audience; Where Others Have Gone Before; The Keys to Design Success; Desktop Style Resources; Everything Costs Money; Chapter 3 Basic Training; Launch Time; What's All This on the Screen?; Options and More Options; Help Yourself; Things You Can Do with Files Shut Down without Crash-LandingPart II Mark This Page; Chapter 4 Working with Pages; In the Beginning: The Page; Changing What You See On-Screen; Lining Things Up; Using Virtual Rulers; Creating Master Pages; Adding and Deleting Pages; Modifying the Page Layout; Chapter 5 Objects and Frames; Being Framed Is a Good Thing; Adding In Your Business Info; Drawing Isn't Just for Preschoolers; Wrapping Text around Objects; Grouping Objects; Part III 10,000 Words, One Maniac; Chapter 6 Getting the Word; Getting Into the Details of Text Boxes; Let Me Tell You a Story Aligning Your Text with Table FramesChapter 7 Editors Are Bought, Not Born; Tricks of the Editing Meisters; Tools of the Editing Meisters; Text Formatting; Chapter 8 Vintage Type: The Corkscrew, Please; About Type and Fonts; Typography 101; WordArt; Other Special Text Effects;

Part IV A Picture Is Worth 6.95; Chapter 9 You Ought to Be in Pictures; Understanding More about Picture Frames; Getting Yours; Working with Different Picture Types; Using the Design Gallery; Using the Content Gallery; Tracking Down Other Picture Sources; Inserting PowerPoint Slides into Publisher; More on Scanning  
Reviewing File FormatsChapter 10 Color by the Numbers; Understanding How Color Improves Your Page; Defining Color; Color Models; Changing the Color Scheme; Printing in Color; Color Matching; Chapter 11 Grappling with Graphics Manager; Summoning the Graphics Manager Task Pane; Pinpointing Your Pictures; Embedding and Linking Pictures; Changing the Way Pictures Appear in Your On-Screen Publication; Getting the Details; Part V Proof Positive; Chapter 12 Final Checks; The Eyes Have It; The Design Checker; Word-Fitting Techniques; Page Improvements; Chapter 13 Printing, Print Shops, and Paper  
Printers and Output QualitySelecting the Target Printer; Printing Your Pages; Using Outside Printing Services; Setting Up for Outside Printing; More Printing Resources; Part VI Publishing on the Internet; Chapter 14 Weaving a Web Site; Understanding What a Web Site Is; Using the Easy Web Wizard; Adding Color and Texture to the Background; Adding Text or Picture Objects; Adding and Removing Hyperlinks; Chapter 15 Getting Published (On the Internet); Previewing Your Web Site; Publishing Your Web Site; Part VII The Part of Tens; Chapter 16 Ten Great Design Ideas; Borrow the Best Ideas of Others  
Design the Publication with Your Audience in Mind

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## Sommario/riassunto

This is supposed to be the age of instant and constant communication, right? And if you have a business, belong to an organization, or have a cause you want to promote, a great-looking flyer or brochure can say a lot. If you have Microsoft Office Professional, Small Business, or Ultimate on your PC, you already have a great communication tool hidden inside-Publisher 2007. Use it to promote your organization with newsletters, cards, and brochures. This book gets you started with Publisher basics so you can start communicating with your public. Chances are you're not planning to become a Pub

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