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Sommario/riassunto	Best Practices for Graphic Designers, Packaging , takes you through the entire packaging process from strategy and concept development, through choosing the right materials, naming systems, studying the competition, surveying the shelf landscape and more. Gain strategic insights on all aspects of package design. From starting with a blank slate all the way up to a finished product, this informative guide to all-things-packaging covers the steps of implementation of packaging design, utilizing a variety of case studies and examples, including practical real-world information about client and vendor interaction.