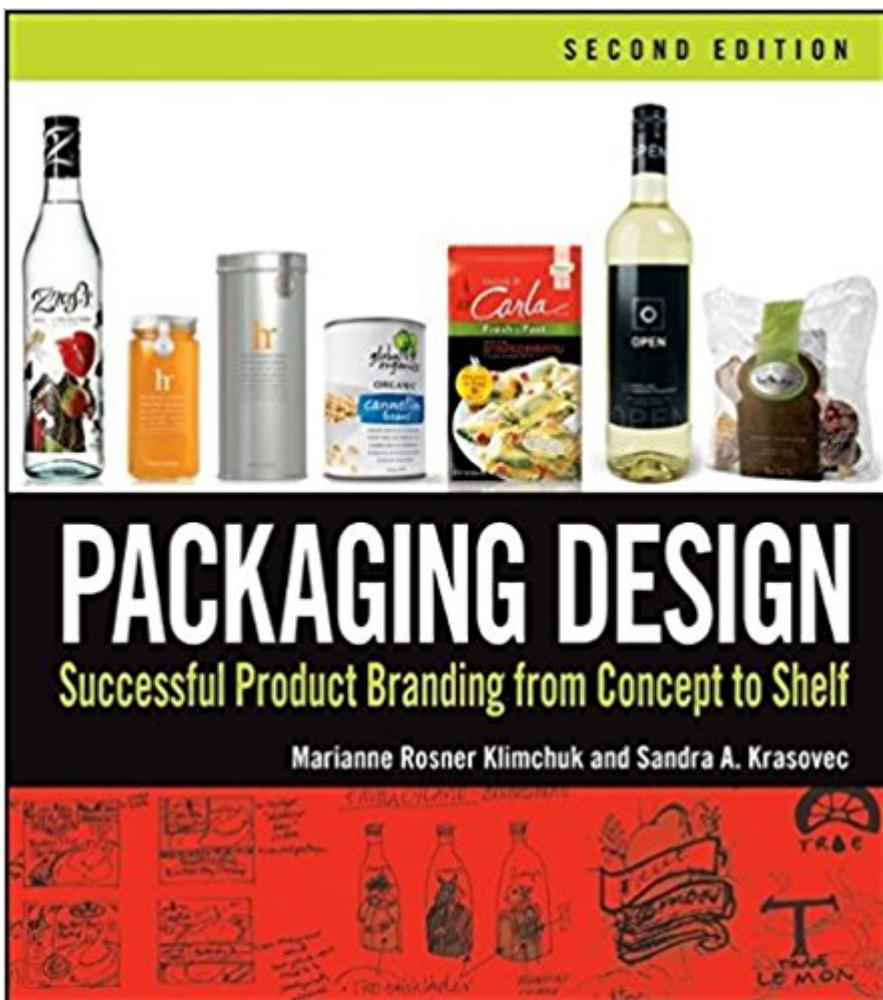


The book was found

Packaging Design: Successful Product Branding From Concept To Shelf



Synopsis

The fully updated single-source guide to creating successful packaging designs for consumer products Now in full-color throughout, *Packaging Design, Second Edition* has been fully updated to secure its place as the most comprehensive resource of professional information for creating packaging designs that serve as the marketing vehicles for consumer products. Packed with practical guidance, step-by-step descriptions of the creative process, and all-important insights into the varying perspectives of the stakeholders, the design phases, and the production process, this book illuminates the business of packaging design like no other. Whether you're a designer, brand manager, or packaging manufacturer, the highly visual coverage in *Packaging Design* will be useful to you, as well as everyone else involved in the process of marketing consumer products. To address the most current packaging design objectives, this new edition offers:

- Fully updated coverage (35 percent new or updated) of the entire packaging design process, including the business of packaging design, terminology, design principles, the creative process, and pre-production and production issues
- A new chapter that puts packaging design in the context of brand and business strategies
- A new chapter on social responsibility and sustainability
- All new case studies and examples that illustrate every phase of the packaging design process
- A history of packaging design covered in brief to provide a context and framework for today's business
- Useful appendices on portfolio preparation for the student and the professional, along with general legal and regulatory issues and professional practice guidelines

Book Information

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Customer Reviews

"Insightful text and real-world visuals unite to provide examples of responsible packaging design..." ("DynamicGraphics", Feb/Mar 2007)

How to create packaging designs for consumer brands that effectively communicate in the retail environment "Packaging Design: Successful Product Branding from Concept to Shelf" is the most comprehensive resource of practical and professional information for creating packaging designs that serve as the marketing vehicles for consumer products. Packed with real-world advice, step-by-step descriptions of the creative process, and all-important insights into the stakeholders, the design process, and the production process, this book illuminates the business of packaging design like no other. Whether you're a designer, brand manager, or packaging manufacturer, the highly visual coverage in Packaging Design will be useful to you, as well as everyone else involved in the packaging design process. In one convenient book, you'll find: Insightful images of the design process, design concepts, three-dimensional models, and prototypesA wealth of case studies showcasing how superior packaging designs were createdA framework for today's packaging design businessEnvironmental considerations, along with legal and regulatory issuesUseful appendices with advice on portfolio development and professional practice guidelines

I just wanted to catch up on some marketing knowledge for B to B. I think the writing is concise, interesting, and well illustrated. Buy it.

Great Book! If you don't know anything about packaging design this book is a good place to start. It also covers the history of package design giving you good background information to start with.

Purchased as a text book for my graphic design packaging class. Although not an exciting read it contains some valuable information and I expect it to be a great resource in the future.

The information that this book provides is clear and friendly. Ideal to be used in class and kept in every designer bookshelf.

I wrote a little blog about this book. It's awesome and I recommend it to any designer from Student to Senior Level. It is well written! [...]

Really nice quality!

Fine

You'll probably only purchase this book if you're forced to by your Graphic Design class in university. Otherwise, why would you pay \$45 for a paperback? But that's a shame because the quality of this production, from the extensive survey of packaging design history (from a Neolithic jar to Seventh Generation laundry detergent) to the interesting case studies, to the samples of various modern packages would be a fascinating book for anyone to have on their coffee table. Of course, like many in the design field, the creators of a design product failed to take into account the very topic they describe inside: the packaging design of "Packaging Design" is sub par, even for a standard book. The cover is uninspired and the book is just a square book. Also, there are noticeable misses in the history of packaging design such as the best wine packaging (Bonny Doon) and of course, the brilliant Apple packages (A packaging design book without the iPod??). All in all, this is a great book on the topic. A history nerd will love the old images and a design nerd will love the case studies. Blame the modern education system for the exorbitant price.

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