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The retail industry is one of the most competitive and, as a result, challenging arenas for graphic designers. The expectation for creativity and originality is extremely high, yet the success rate of many retail ventures is quite low-so getting the marketing and branding right is essential for survival. This book will provide a wealth of graphic design inspiration from a variety of retail businesses, offering designers, retail marketers, and business owners a vast collection of innovative options. Like the other books in Rockport's *1,000* series, the pages will pop with ideas for promotions, signage, tags, advertisements, flyers, bags, logos, and ad premiums such as novelties, giveaways, and more.

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#### About the Author

JGA has evolved to become one of the leading design, brand strategy and architectural firms specializing in transactional environments in the U.S.? Since 1971. Recognized as a Top Ten Retail Design Firm by Interior Design magazine and named winner in a myriad of environmental and graphic design competitions, JGA recent award-winning projects include: Brookstone, Hershey's, Jaguar, The North Face, Godiva Chocolatier, Spencer's and Metropark. For more information, visit [www.JGA.com](http://www.JGA.com).

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