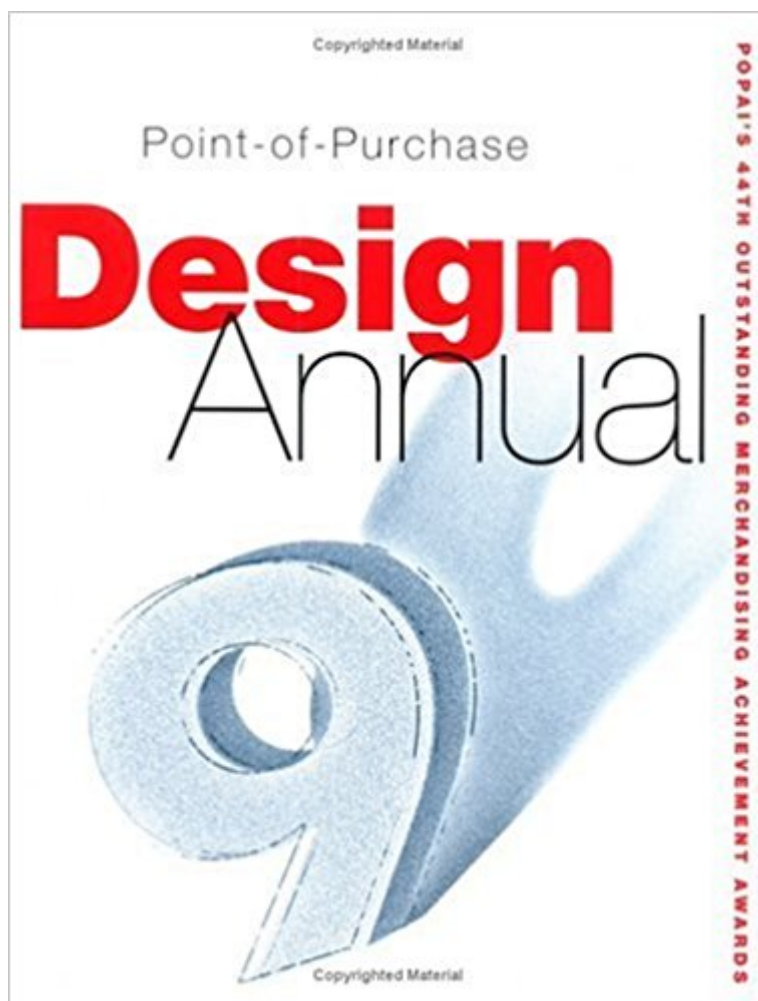


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# The Point Of Purchase Design Annual, No.9



## Synopsis

Point-of-Purchase Design Annual No. 9 is the definitive resource for what's hot and effective right now in point-of-purchase (P-O-P) advertising. The Annual features color photographs of the 250 displays that took home awards in the Outstanding Merchandising Achievement (OMA) Awards Contest sponsored by POPAI. A blue-ribbon team of experienced brand marketers and retailers recognized each and every award-winning idea in the Annual for its design, use of retail space, ability to drive sales and overall excellence. The 176-page Annual features all of the information and inspiration you need to stay on top of your competitors. The Annual is a compendium of the hottest ideas in P-O-P today and a reference volume listing the clients and producers of the exciting executions featured. 176 pages 8 1/2" x 11" 250 color photos hardbound 1-58471-065-9

## Book Information

Series: Point of Purchase Design Annual (Book 9)

Hardcover: 175 pages

Publisher: Watson-Guption Publications (March 2002)

Language: English

ISBN-10: 1584710659

ISBN-13: 978-1584710653

Product Dimensions: 11.3 x 8.8 x 0.8 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 2.0 out of 5 stars 1 customer review

Best Sellers Rank: #5,586,875 in Books (See Top 100 in Books) #53 in Books > Arts & Photography > Graphic Design > Commercial > Annuals #992 in Books > Arts & Photography > Graphic Design > Commercial > Advertising #9624 in Books > Arts & Photography > Graphic Design > Techniques

## Customer Reviews

The Point-of-Purchase Advertising Institute is the only international trade association devoted to serving the needs of brand marketers, retailers, and producers of POP advertising and in-store marketing, and has been a sponsor of the Outstanding Merchandising Achievement Awards Contest, now in its 44th year.

This book has the worst photography I have ever seen in my life. It uses outdated, low-res photography. It is a decent visual reference, but half the POP's are not even that good. Save your

money.

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