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**Título:** Unique Packaging

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**Precio:** \$2236.00

**Editorial:**

**Año:** 2006

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780061144226

The exterior of a product is more attractive and striking than the product it houses. Unique Packaging, a highly visual sourcebook, shows the contemporary work of important international package designers. Including a wide variety of packaging—from food and drink to music and films—this volume explores the most successful ideas from designers who have put forth innovative creations, and details the complete process for creating high-impact packaging.