The Big Book Of Packaging

Synopsis

Branding and design gurus Will Burke, Lisa Baer, and James Pietruszynski deliver a comprehensive and visually stunning anthology of the latest innovations in packaging design. The Big Book of Packaging shows designers how to package products creatively, economically, and sustainably, featuring over five hundred carefully selected designs, as well as profiles of some of the worldâ ™s leading designers, and a section entirely dedicated to green and environmentally conscious packaging. Alongside other volumes in the Big Book series, such as David E. Carterâ ™s Big Book of Design Ideas or Cristian Camposâ ™s The Big Book of Bags, Tags, and Labels, The Big Book of Packaging is an indispensible resource for designers, product marketers, and retailers who want remain on the cutting edge of packaging design.

Book Information

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Average Customer Review: 4.0 out of 5 starsÂ Â See all reviewsÂ (4 customer reviews)

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Customer Reviews

good book

Needed this book for school. Good price

If you want to have a nice gallery of good packaging products, to watch while you're having a poop, this is the book (or you can just go through the google and type the word packaging, there you go!). If you want to know about theory, structural specs and types of packaging this is definitely NOT the book you're looking for.

AMAZING. So inspirational. This is the bible of packaging design. Page layout is also beautiful.

Food Packaging Science and Technology (Packaging and Converting Technology) The Big Book of Packaging The Packaging Designer's Book of Patterns Advanced Electronic Packaging: With Emphasis on Multichip Modules (IEEE Press Series on Microelectronic Systems) 3D IC Integration and Packaging Circuits, Interconnections, and Packaging for Vlsi (Addison-Wesley VLSI systems series) Advanced MEMS Packaging Plastic Films: Technology and Packaging Applications Fundamentals of Packaging Technology-FOURTH EDITION What is Packaging Design? (Essential Design Handbook) Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials) Fundamentals of Microsystems Packaging Plastics Packaging 2E: 'Properties, Processing, Applications and Regulations Material Innovation: Packaging Design Cartons, Crates and Corrugated Board: Handbook of Paper and Wood Packaging Technology Modified Atmosphere and Active Packaging Technologies (Contemporary Food Engineering) Why Shrinkwrap a Cucumber?: The Complete Guide to Environmental Packaging Cartons, Crates and Corrugated Board: Handbook of Paper and Wood Packaging Technology, Second Edition Plastic Packaging: Interactions with Food and Pharmaceuticals What is Packaging Design? (Essential Design Handbooks)