

<<商业展览设计 Trade Show D>>

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### 内容概要

Trade shows are expensive. Make those dollars count with great stand design! Trade Show Design is the complete guide to stand design that 's worth its weight in great business deals. Every stand is a three-dimensional marketing tool, and Trade Show Design showcases the most innovative and exciting stands from the world 's top names in architecture and design. Endless creative ideas plus full-color photos, plans, and construction details make this the book no trade-show designer would ever trade away. \* A close-up look at three-dimensional marketing opportunities \* Great ideas, plus photos, plans, and construction details

## 作者简介

Carles Broto is one of the founders of the Institute for Alternative Culture. The publishing director of Grupo Links--Structure, he lives in Barcelona.

书籍目录

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