



Point of Purchase

Marta Serrats

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Imaginative and inspirational, *Point of Purchase* is an essential resource for creating striking and innovative exhibition and store displays.

This book showcases a variety successful point of purchase displays that look great, use retail space efficiently, and drive sales. It presents a wide range of formats, dimensions, styles, and a whole visual language that is used to entice the customer into the purchase. Colors, textures, lighting, and graphic arts fuse to create expressive, captivating, and functional systems, capable of capturing the attention of potential buyers. With full-color photographs throughout, *Point of Purchase* is a must for anyone involved in retail, interior, and exhibition, stand, and event design.

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