



# Packaging Design: Successful Product Branding From Concept to Shelf

*Marianne R. Klimchuk, Sandra A. Krasovec*

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**The fully updated single-source guide to creating successful packaging designs for consumer products**

Now in full-color throughout, *Packaging Design, Second Edition* has been fully updated to secure its place as the most comprehensive resource of professional information for creating packaging designs that serve as the marketing vehicles for consumer products. Packed with practical guidance, step-by-step descriptions of the creative process, and all-important insights into the varying perspectives of the stakeholders, the design phases, and the production process, this book illuminates the business of packaging design like no other.

Whether you're a designer, brand manager, or packaging manufacturer, the highly visual coverage in *Packaging Design* will be useful to you, as well as everyone else involved in the process of marketing consumer products. To address the most current packaging design objectives, this new edition offers:

- Fully updated coverage (35 percent new or updated) of the entire packaging design process, including the business of packaging design, terminology, design principles, the creative process, and pre-production and production issues
- A new chapter that puts packaging design in the context of brand and business strategies
- A new chapter on social responsibility and sustainability
- All new case studies and examples that illustrate every phase of the packaging design process
- A history of packaging design covered in brief to provide a context and framework for today's business
- Useful appendices on portfolio preparation for the student and the professional, along with general legal and regulatory issues and professional practice guidelines

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