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Cut Fold Techniques for Promotional Materials

Paul Jackson

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Paul Jackson : Cut Fold Techniques for Promotional Materials before purchasing it in order to gage whether or not it would be worth my time, and all praised Cut Fold Techniques for Promotional Materials:

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Cut and Fold Techniques for Promotional Materials is a unique collection of over 40 attention-grabbing cut-and-fold designs that when printed and illustrated form memorable give-aways to promote and advertise services and products. The book provides a one-stop source for novelty promotional materials, many appearing in print for the first time. Following the elegant, easy-to-follow style of Paul Jackson's other titles for Laurence King, Cut and Fold Techniques for Promotional Materials is an essential resource for marketing professionals and design students, and an inspirational guide to anyone looking to enhance the presentation of their product or service.

"If you're a marketing professional, a design student, or simply a lover of paper folding, it's safe to say you'll turn to this book again and again." ~ Ann Martin, All Things Paper BlogAbout the AuthorPaul Jackson is the author of over

30 books on paper arts and crafts. He has taught the techniques of folding on more than 150 universitylevel design courses in the UK, Germany, Belgium, the US, Canada, and Israel and been a 'folding consultant' for companies such as Nike and Siemens.