



Business Graphics: 500 Designs that Link Graphic Aesthetic and Business Savvy

Steve Liska

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The kind of graphic design that gets business clients noticed!

Whether the task is to redesign a company's identity or the promotional launch of a new product or service, business graphics are the bread and butter of the design industry. This new volume presents a vast array of work within the corporate sector-solutions that have helped business clients succeed. Although many design magazines dedicate complete issues to this topic, very few publications look at this area of graphic design in such a comprehensive manner. This book not only provides hundreds of innovative examples of great design for business, but also examines the critical thinking behind the featured work and addresses the challenges those designers overcame.

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