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**Sinopsis**

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This book deconstructs package redesign, providing vital information for the business owner, who has to make this all-important decision, as well as for the designer, who must execute the project.

Our society is susceptible to messages sent by cleverly designed packaging. Whereas a budget-minded consumer might be drawn to inexpensive-looking boxes, someone looking for a pure, organic line of cosmetics would be attracted to upscale black-and-gold embossed packages. Designs use many tactics to grab attention. This book walks readers through the various approaches to packaging design as well as the various reasons for a redesign, such as outdated packaging, a change of focus or market or in the target customer, and so on, so business people and designers can choose the right strategy for their products and audiences.