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Balboa Press, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.More than a pretty face designed to identify a product, a logo combines powerful elements super boosted with sophisticated branding techniques. Logos spark our purchasing choice and can affect our wellbeing. Lovingly detailed, researched and honed to deliver a specific intention, a logo contains a unique dynamic that sidesteps our conscious mind. We might not know why we prefer one product over...

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