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Why do some book covers instantly grab your attention, while others never get a second glance? Fusing word and image, as well as design thinking and literary criticism, this captivating investigation goes behind the scenes of the cover design process to answer this question and more. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE NEW YORK TIMES BOOK REVIEW As the outward face of the text, the book cover makes an all-important first impression. The Look of the Book examines art at the edges of literature through notable covers and the stories behind them, galleries of the many different jackets of bestselling books, an overview of book cover trends throughout history, and insights from dozens of literary and design luminaries. Co-authored by celebrated designer and creative director Peter Mendelsund and scholar David Alworth, this fascinating collaboration, featuring hundreds of covers, challenges our notions of what a book cover can and should be.

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Transform Everyday Books From Basic to Beautiful! 5 projects — and endless variations — for making your own one-of-a-kind book covers using these innovative techniques. From super simple to elegantly elaborate — even novice sewers will get stunning results unique to fabric choice, closure selection, and embellishment techniques. With simple sewing skills and a handful of embellishments, you can make beautiful covers for everything from brag books to date books to checkbooks. Don't put your precious pages in that boring binder! Learn to make quilted book covers for scrapbooks and journals that are special enough for what is inside. You won't believe the gorgeous effects you can achieve with fabrics and a bit of fast2fuse® Double-Sided Fusible Stiff Interfacing! Showcase one special fabric, or try patchwork, appliqué, beads, buttons, embroidery, and a variety of clever closures. Make it quicker with fast2fuse® Double-Sided Fusible Stiff Interfacing!

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'Baverstock is to book marketing what Gray is to anatomy; the undisputed champion.' Richard Charlin, Executive Director of Bloomsbury Publishing and President Elect of the International Publishers Association Over four editions, Alison Baverstock's How to Market Books has established itself as the industry standard text on marketing for the publishing industry, and the go-to reference guide for professionals and students alike. With the publishing world changing like never before, and the marketing and selling of content venturing into uncharted technological territory, this much needed new edition seeks to highlight the role of the marketer in this rapidly changing landscape. The new edition is thoroughly updated and offers a radical reworking and reorganisation of the previous edition, suffusing the book with references to online/digital marketing. The book maintains the accessible and supportive style of previous editions but also now offers: a number of new case studies detailed coverage of individual market segments checklists and summaries of key points several new chapters a foreword by Michael J Baker, Professor Emeritus of Marketing, Strathclyde University.

The School Journal Metropolitan Museum of Art

American Art Posters of 1980's by Bader Artist

Envelope and Paper Converting Industry Routledge

The industry bible for communication design and illustration professionals, with updated information, listings, and pricing guidelines. Graphic Artists Guild Handbook is the industry bible for communication design and illustration professionals. A comprehensive reference guide, the Handbook helps graphic artists navigate the world of pricing, collecting payment, and protecting their creative work, with essential advice for growing a freelance business to create a sustainable and rewarding livelihood. This sixteenth edition provides excellent, up-to-date guidance, incorporating new information, listings, and pricing guidelines. It offers graphic artists practical tips on how to negotiate the best deals, price their services accurately, and create contracts that protect their rights. Sample contracts and other documents are included. For the sixteenth edition, the content has been reorganized, topics have been expanded, and new chapters have been added to create a resource that is more relevant to how graphic artists work today. Features include: More in-depth information for the self-employed on how to price work to make a sustainable living and plan for times of economic uncertainty. A new chapter on using skills and talents to maximize income with multiple revenue streams—workshops, videos, niche markets, passion projects, selling art, and much more.

Current U.S. salary information and freelance rates by discipline. Pricing guidelines for buyers and sellers. Up-to-date copyright registration information. Model contracts and forms to adapt to your specific needs. Interviews with eleven self-employed graphic artists who have created successful careers, using many of the practices found in this Handbook.

Bookseller and Stationer Ten Speed Press

"An engrossing and impossibly wide-ranging project . . . In *The Free World*, every seat is a good one." —Carlos Lozada, *The Washington Post* "The *Free World* sparkles. Fully original, beautifully written . . . One hopes Menand has a sequel in mind. The bar is set very high." —David Oshinsky, *The New York Times Book Review* | Editors' Choice One of *The New York Times's* 100 best books of 2021 | One of *The Washington Post's* 50 best nonfiction books of 2021 | A Mother Jones best book of 2021 In his follow-up to the Pulitzer Prize-winning *The Metaphysical Club*, Louis Menand offers a new intellectual and cultural history of the postwar years The Cold War was not just a contest of power. It was also about ideas, in the broadest sense—economic and political, artistic and personal. In *The Free World*, the acclaimed Pulitzer Prize-winning scholar and critic Louis Menand tells the story of American culture in the pivotal years from the end of World War II to Vietnam and shows how changing economic, technological, and social forces put their mark on creations of the mind. How did elitism and an anti-totalitarian skepticism of passion and ideology give way to a new sensibility defined by freewheeling experimentation and loving the Beatles? How was the ideal of "freedom" applied to causes that ranged from anti-communism and civil rights to radical acts of self-creation via art and even crime? With the wit and insight familiar to readers of *The Metaphysical Club* and his *New Yorker* essays, Menand takes us inside Hannah Arendt's Manhattan, the Paris of Jean-Paul Sartre and Simone de Beauvoir, Merce Cunningham and John Cage's residencies at North Carolina's Black Mountain College, and the Memphis studio where Sam Phillips and Elvis Presley created a new music for the American teenager. He examines the post war vogue for French existentialism, structuralism and post-structuralism, the rise of abstract expressionism and pop art, Allen Ginsberg's friendship with Lionel Trilling, James Baldwin's transformation into a Civil Right spokesman, Susan Sontag's challenges to the New York Intellectuals, the defeat of obscenity laws, and the rise of the New Hollywood. Stressing the rich flow of ideas across the Atlantic, he also shows how Europeans played a vital role in promoting and influencing American art and entertainment. By the end of the Vietnam era, the American government had lost the moral prestige it enjoyed at the end of the Second World War, but America's once-despised culture had become respected and adored. With unprecedented verve and range, this book explains how that happened.

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