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Binding, Finishing & Mailing: The Final Word

T. J. Tedesco

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Binding, Finishing & Mailing: The Final Word T. J. Tedesco
Binding, Finishing & Mailing: The Final Word will take readers through a comprehensive exploration of the world of binding and finishing. Most major binding and finishing processes will be discussed within the context of the entire postpress industry so that printing professionals can make useful recommendations to their customers. The minutia of each process will also be examined, so readers can more effectively manage their postpress projects. Chapter titles:
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Postpress Knowledge Increases Printing Sales
Ch. 2

Bindery at the Dawn of a New Millenium
Ch. 3

Rapidly Changing Postpress Technology
Ch. 4

Fine Lines Of Communication
Ch. 5

Planning Imposition
Ch. 6

Preflight In The Bindery
Ch. 7

Designers And Finishers Should Talk
Section 2 - In The Bindery
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Folding
Ch. 10

Perfect Binding - Part 1
Ch. 11

Perfect Binding - Part 2
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Lay-flat Adhesive Binding
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Adhesive Binding: Glues and Testing

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Low Cost "Shotgun" Marketing Vehicles
Ch. 51

Low Cost "Rifle" Marketing Vehicles
Ch, 52

Avoid Seasonal Slumps

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