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art and those
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the graphic art
marketplace
continues to
evolve to meet
the needs of
both digital and
print media and
as clients
struggle with

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shrinking
budgets in the
current economy,
the need for up-
to-date
information on
business,
ethical, and
legal issues is
greater than
ever.

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16 Apr. 15th

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Published. The
latest edition
of the industry
bible,
informally known

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greatly reworked
chapter on
Surface Pattern
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expanded and
updated chapter
with
professional,
business, and
legal resources.

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we call it for short) is filled with prices that were compromises.

Anyone looking at those prices and thinking that they are high is really

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shooting him or herself in the foot. When I look at those prices, I consider that these were negotiated prices.

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much more will
help you do your
job better, more
profitably, and
with less
stress.

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