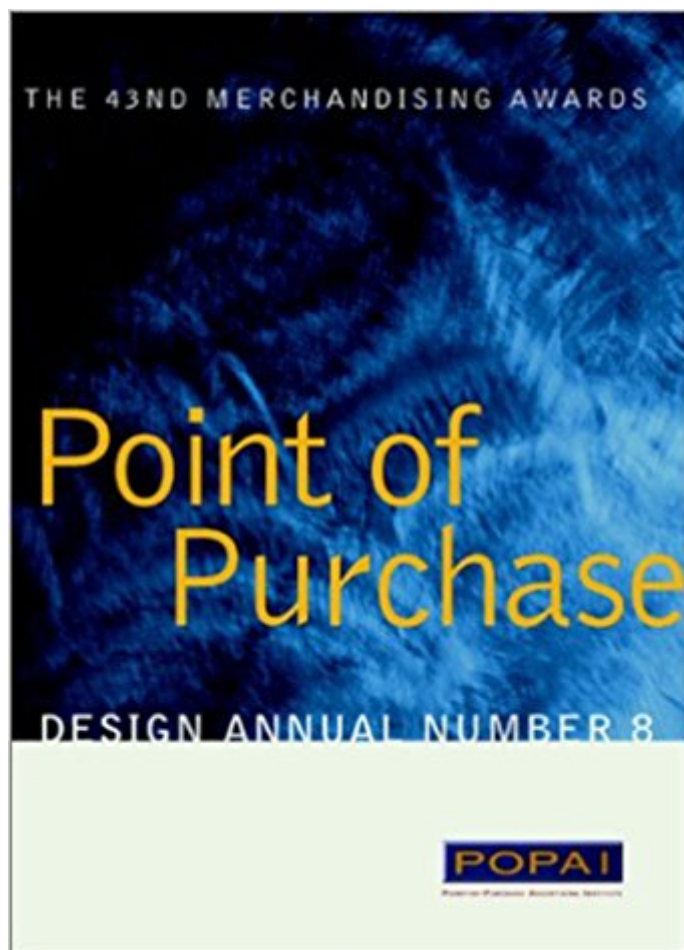# Point Of Purchase Design Annual Number 8

Synopsis

9 x 12 400 color illustrations US and Canada Distribution previous edition: Point of Purchase Design Annual Number 6: 1-58471-010-1 The POPDA Number 8 is the definitive resource for what's hot and what's not in point-of-purchase advertising. Every award-winning idea in this guide was chosen by a blue-ribbon team of leading brand marketers and retailers based on its superlative design, use of retail space, ability to drive sales, and its overall excellence. The point of purchase advertising institute is the only international trade association devoted to serving the needs of brand marketers, retailers, and producers of P-O-P and in-store marketing.

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