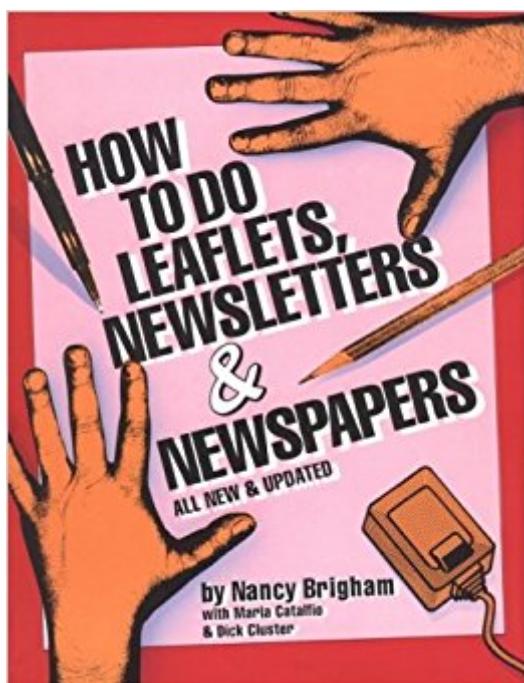


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# HowTo Do Leaflets, Newsletters And Newspapers



## Synopsis

Everything you need to know: from writing to the appropriate audience to using desktop publishing.

## Book Information

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Nancy Brigham's two decades of teaching the subject are evident in this well organized, highly informative guide to creating small publications. While some of the topics covered are geared toward a larger production group, as in the section on staff, money and the law, most pertain to the overall knowledge needed to produce your own flyer or newsletter. Ms. Brigham starts at the very beginning, targeting your audience and organizing your ideas, and takes you through the layout, type styles, graphics, equipment, editing, dealing with printers, distribution, costs and more. Each section is broken down into detailed instruction and information on the given topic, leaving the reader confident, knowledgeable and ready to begin their own professional, informative, eye catching publication. Authors, new and experienced will benefit from Ms. Brigham's easy to understand yet informative guide to creating newsletters. An informative, all-in-one guide to desktop publishing know-how! Indispensable for novice and professional alike! Diane Potwin -- Copyright © 1994-97 Literary Times, Inc. All rights reserved -- From Literary Times

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