

SUPPLIER GLOBAL RESOURCE

Smart Strategies for North American Advertising Specialty Suppliers

JULY/AUGUST 2011

Award Winners:

Distributors
Pick the
Best-Designed
Ads & Products

Day in the Life:

Meet an Industry
Product Designer

Asia's Spring Shows:

8 Pages of
Hot New Items

What's New:

Supplier Sales Jump 8.4% in First Quarter

Sales & Marketing:

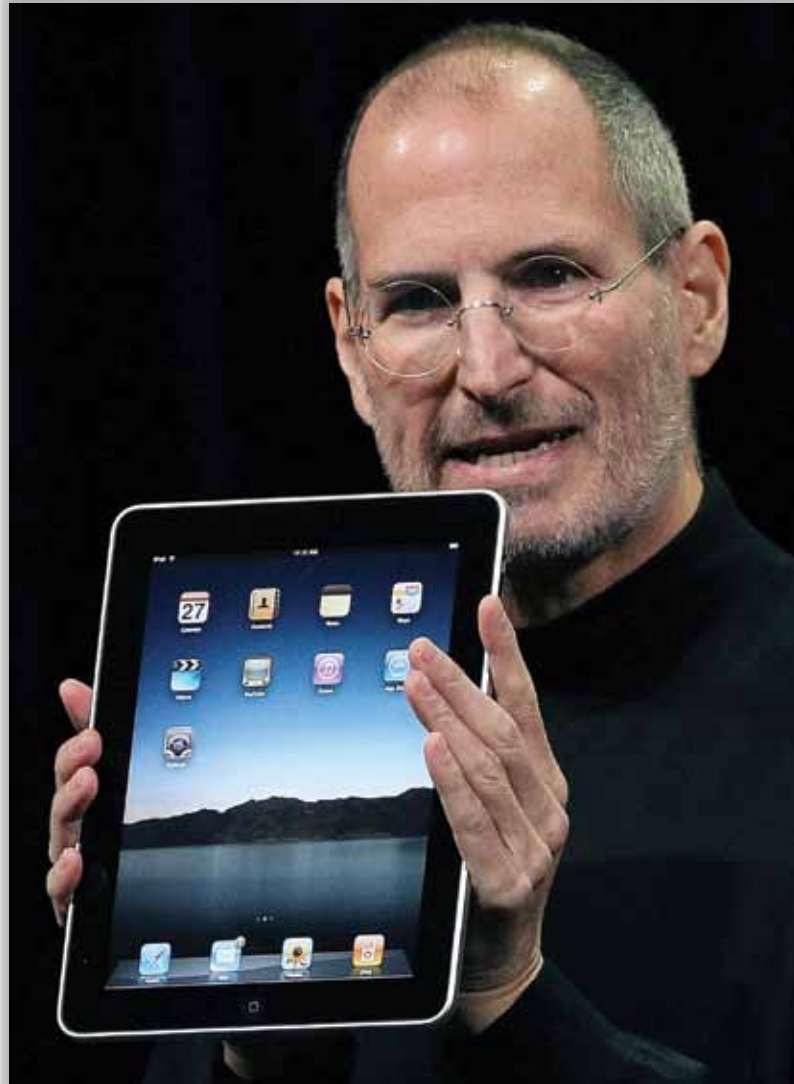
Quick Ways to Optimize Your Facebook Presence

Technology Today:

Tips for Ramping Up Your Company's SEO

Case Study:

How to Handle a Client's Outrageous Demands



**Inspiration,
Epiphanies
& Aha
Moments**

How to Brainstorm