



Really Good Packaging Explained: Top Design Professionals Critique 300 Package Designs and Explain What Makes Them Work

Rob Wallace, Bronwen Edwards, Marianne Klimchuk, Sharon Werner

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This book, the second in the series following *Really Good Logos Explained*, addresses the elements of effective packaging vs. packages that aren't successful and what makes a particular design more powerful or attention-getting than others. Four well respected design professionals—each of whom will specialize in the area of product packaging—evaluate the 300+ design examples in the book. Each author provides specific and to-the-point observations and critiques.

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