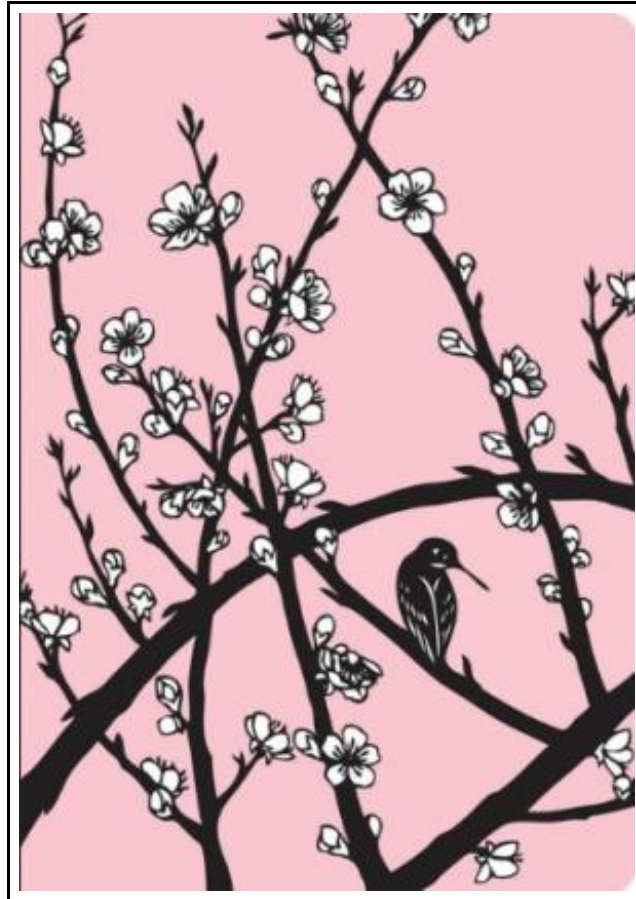


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CHRONICLE BOOKS, United States, 2010. Diary. Book Condition: New. 210 x 144 mm. Language: English . Brand New Book. SALES HANDLE: Like Jill Bliss and Yoshitomo Nara, artist Nikki McClure already has a devoted fan base who clamor for her work--including a wall calendar every year, her books and journals. This season, we are publishing an all-new eco-friendly journal. DISTINCTIVE, ECO-FRIENDLY FORMAT and GREAT VALUE: The eco-journal uses 100 recycled woodfree paper and soy-based inks, at \$10.95. NOTABLE ENVIRONMENTAL TREND: According to Green Press Initiative, a non-profit program that works with book and newspaper industries to conserve, preserve and reduce emissions: Approximatley 50 (market-share) of publishers have made commitments to reduce their carbon footprint. Over two hundred publishers now have commitments in place to increase recycled and FSC certified fiber, eliminate impacts on Endangered Forests, and a range of other initiatives (including Hachette, Random House, Simon Schuster, Scholastic, Chronicle Books, New World Library, Baker Publishing Group, Lantern Books, Thomas-Nelson, Chelsea Green, and a variety of others). --Nov 2009, --Nikki is an avid proponent of using eco-friendly (reused or recycled) materials and her fans know this. This format is a perfect fit for Nikki s work. HOW THIS TITLE WILL BE PROFITABLE/DISTINCTIVE: While there are a few eco-friendly journals out there, none of them feature the work of notable artist Nikki McClure. NOTABLE ARTIST: Nikki McClure is a self-taught artist who has been making paper-cuts since 1996. She regularly produces her own posters, books, cards, t-shirts and a beloved yearly calendar (She sold 17.5 calendars on her own last year). Her books and calendars are on display everywhere from quirky children s boutiques to chain bookstores to galleries. --She has designed covers for countless records and books, including covers for Carlos Petrini s Slow Food Nation (Rizzoli Ex Libris, May 2007),...

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