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Conway Lloyd Morgan

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The selection for this edition of the International Trade Fair Stand Annual mirrors some of the trends of global business, with the inclusion of stands from Japan, China and Thailand, marking the growing importance of the Eastern market. The USA and Europe, as always, are also well re-presented. The paradox remains that while technological change is devising increasing numbers of virtual modes of communication, the exhibition stand remains a core element in the business, branding and marketing strategy of so many companies. Conway Lloyd Morgan is Programme Leader in New Media Publishing at the University of Wales, Newport, and the author of numerous books and monographs on design and architecture.



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