

## A good business will market themselves



for growth. A business school must do the same. After all, they are teaching business principles (and managing their own growth). "We're Stepping Up Our Business" is what Spears School of Business states on the book designed for marketing themselves. They complete the pun of "Stepping Up" by having a pair of socks customized with their cowboy mascot inside the book. It makes a fun and memorable package.

Call for quotes or new products. [Website](#)



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*"Sing like no one's listening, love like you've never been hurt, dance like nobody's watching, and live like it's heaven on earth."*

Mark Twain

## "Welcome to Campus" and Graduations



are on opposite ends of the college experience. BookWear® works equally well for both themes. We often get varied orders in the production shop at the same time, as we recently did with the University of Houston's "Congratulations!" and "Welcome" book along with Texas A&M Qatar campus' graduation piece. Both messages are momentous to a young student, making these very memorable "books". Two universities from Texas expressing different stories.



It's just about summer again. Boston University markets summer term every year with a gift of BookWear® to their students. It has a Boston U t-shirt inside and is a "Welcome" to the summer experience. The photographs on the cover are of academic work, a sunny campus and sailing on the Charles River, all parts of the experience they are selling.

[Website](#)

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