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Gold Standard Noteblock

By Chronicle Books, Chronicle Books

Other printed item. Book Condition: New. Not Signed; SALES HANDLE: A clever, useful format and a brilliant take on a popular 00's recession trend: GOLD. You can't afford real gold, but your friends will never know once you sport this notepad. WHAT MAKES THIS TITLE DISTINCTIVE: There is nothing else like this on the market. There are no cube pads and no noteblocks that are as conceptual as this. Most of them either only have a logo, a cartoon, or illustration art on them. This takes the noteblock to a gimmicky, but also hip level. TREND/CONSUMER: Headlines in the past year have been speckled with the rise of gold's popularity in the time of the recession. The Washington Post has called it 'A Modern-Day Gold Rush.' An article in the Wall Street Journal 'Catching The Gold Bug' (July 2009) states, 'There's 2,000 years of history to show that gold is the best thing to own during bad inflation. More and more investors are acquiring physical gold, or bullion, in the form of small bars the size of iPhones or coins.' QUANTIFY VALUE: Most themed noteblocks out there hover around the 14-15 dollar range. Ours has an engaging new format and design,...



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