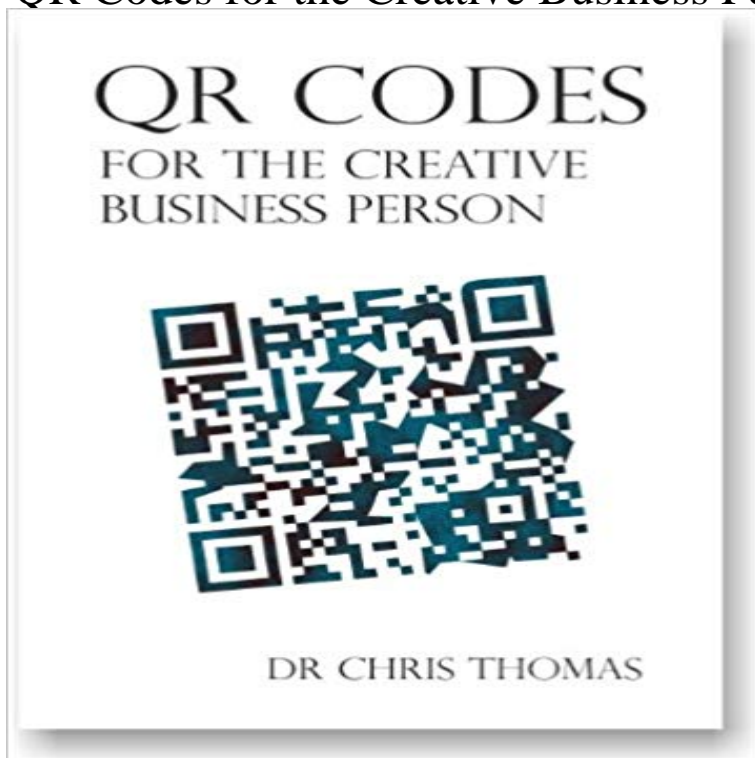


QR Codes for the Creative Business Person



A well illustrated and accessible compendium of information and links on QR Codes for the creative business person. With your mobile phone, this is transformed into a web enabled book with 100+ additional informative web pages by the sources linked to QR Codes on your items or products can link your customers directly to information or online through their mobile phones. They are a fantastic tool for your business. If you want to understand what QR Codes are; if you want to use QR Codes but do not know how; if you want a QR Code that is more imaginative than a stark black box for marketing campaigns - then this book is for you. The book assumes no prior knowledge. It aims to introduce you to the basics of QR Codes. You learn why people use them. More importantly you are shown how to read and create your own QR Codes. You can then choose how to use QR Codes, whether for your contact details, information or promotions. The overall structure of the book starts with basic concepts and enough information to get started. Further examples and additional information follow with the highly technical information at the end. However, the structure is also such that you can dip in to chapters that interest you at the moment. The content or link of each QR code is also given in for reference in the back of the book. Each QR Code has been modified creatively. The Contents are: Table of

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