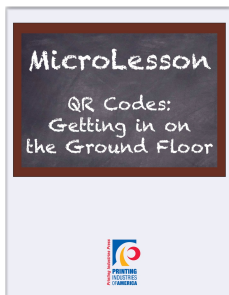


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QR CODES EBOOKS 2019



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In essence, QR codes give print the ability to be far more interactive. When you encounter a QR code, you can use a smartphone equipped with QR-code-reading software to scan the barcode and be taken to an online "experience." The whole idea is to generate increased participation with print.

This MicroLesson focuses on:

- Trends driving QR code use
- How QR codes tie in to print
- How to implement QR codes
- Examples of poor, good, and great QR code implementation
- Why marketers like QR codes
- How to cost and price QR codes
- A QR-code integration checklist

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