



# The Handbook for Digital Printing and Variable-Data Printing

*Penny K Bennett*

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# The Handbook for Digital Printing and Variable-Data Printing

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**The Handbook for Digital Printing and Variable-Data Printing** Penny K Bennett

This handbook provides the reader with valuable information on digital and variable-data printing, including extensive discussions of software, workflow, digital presses, and digital print production. It also addresses VDP languages, data acquisition, personalized marketing, and the business of digital printing.

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