



Innovation > Publishing & Media >

In Australia, dustjacket-envelopes encourage consumers to gift finished books to charity

IN AUSTRALIA, DUSTJACKET-ENVELOPES ENCOURAGE CONSUMERS TO GIFT FINISHED BOOKS TO CHARITY



PUBLISHING & MEDIA

Mailbooks For Good is making it easier for readers to donate books to charity once they've read them, by including dustjackets that double as pre-paid, pre-addressed envelopes.

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