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By Robyn Blakeman

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Robyn Blakeman is professor of advertising design at the University of Tennessee in Knoxville. She is the author of The Bare Bones of Advertising Print Design (2004 <http://www.barnesandnoble.com/w/bare-bones-introduction-to-integrated-marketing-communication-robyn-blakeman/1101650202?ean=9780742555419>)

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