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Barbara Janoff has been teaching business communications for more than 20 years. She currently works at the Institute of Technology. Ruth Cash-Smith teaches business

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This article is adapted from Barbara Janoff and Ruth Cash-Smith's recently published book, The Graphic Designer's Guide to Better Business Writing, published by

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Cindy Martin - Graphic Designer. I am Cindy Martin a Richmond, VA based artist and graphic designer. I have over 20 years experience in creative communications in the

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