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without using
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learned from my co-author, Edward Boches. He writes about it elegantly on pages 211 - 213 in the new edition of Hey Whipple, Squeeze This.

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This The Classic Agency, and GSD&M, author and speaker Luke Sullivan is now chair of the advertising department at the Savannah College of Art and Design. He's the author of the popular advertising book Hey Whipple, Squeeze This: A Guide to Creating Great Advertising, and the blog heywhipple.com.

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