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Like Richard Hollis, whose Graphic Design

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"Eskilson . . . scrupulously tells the history of graphic design, beginning with the ... This book is an adjunct to and wholly dependent upon Meggs' History of Graphic Design. Whereas Meggs' puts the historical works in context, has a clear understanding of typography, the cross-pollination of art and design especially in the early 20th c., Eskilson sacrifices the germane for the anecdotal and irrelevant.

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