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Philip B. Meggs, a scholar of graphic and advertising design who wrote the first full

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Philip Baxter Meggs (30 May 1942 – 24 November 2002) was an American graphic designer, professor, historian and author of books on graphic design. His

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book History of Graphic Design is a definitive, standard read for the study of graphic design. He has been called the most important historian of design since Nikolaus Pevsner (1902-1983).

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