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**ABOUT THE AUTHOR**

KAJ JOHANSSON, PETER LUNDBERG, and ROBERT RYBERG all hold master’s degrees in graphic arts technology from the Royal Institute of Technology in Stockholm, Sweden. They each have more than twenty years of experience managing printing, prepress, and web design production companies and studios. Together they run Kapero AB, a company that consults on the production of marketing communications for the advertising and graphic arts industries.

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