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research, and how to apply it to design work. About the Author Associate Professor Jennifer Visocky O'Grady is a graduate of the Kent State University Visual Communication Design program (B.S., & M.F.A.), and has been teaching at Cleveland State since the spring of 1999.

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Visocky O'Grady, Jennifer is the author of 'A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need (Design Field Guide Series)', published 2009 under ISBN 9781592535576 and ISBN 1592535577.

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