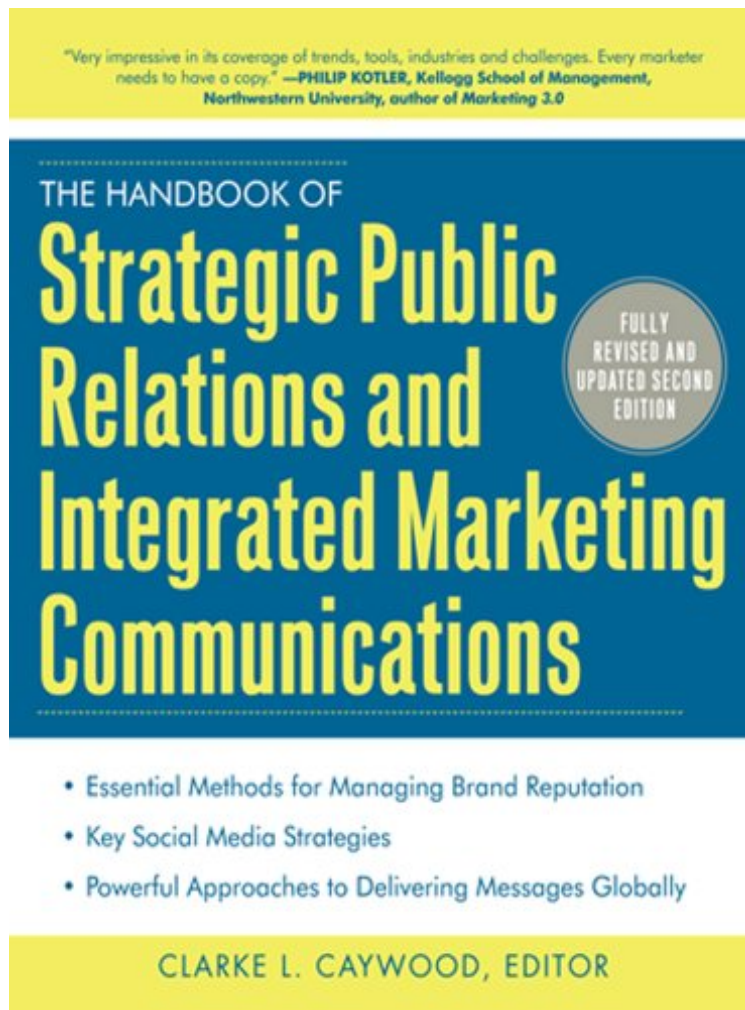


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About the Author
Clarke L. Caywood, Ph.D., is a full professor and tenured member of the Integrated Marketing Communications Department in the Medill School of Journalism, Media, and Integrated Marketing Communications at Northwestern University. He was named by PRWeek as one of the 100 most influential PR people of the twentieth century and one of the top 10 outstanding educators in 2000; he was named Educator of the Year by the Public Relations Society of America; and he was named the Educator of the Year by the Sales and Marketing Executives of the Chicago area.