Conflation of Concerns

```perl
to_html("Customers", $rows, [qw/foo bar baz/]);

sub to_html {
    my $title   = shift;
    my $rows    = shift;
    my $columns = shift;

    html_start($title);

    html_table($rows, $columns);

    html_end();
}
```

Conflation of Concerns

```perl
to_html("Customers", $rows, [qw/foo bar baz/],
        'cust', {foo => 'foo', bar => 'bar'});

sub to_html {
    my $title     = shift; ## string
    my $rows      = shift; ## array ref
    my $columns   = shift; ## hash ref
    my $row_class = shift; ## string
    my $col_class = shift; ## name => class map

    html_start($title);

    html_table($rows, $columns, $row_css, $col_css);

    html_end();
}
```