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Strauss is co-author of the trade book Radically Transparent: Monitoring and Managing Reputations Online, and textbooks Building Effective Web Sites and the E-Marketing Guide. She has had many years of professional experience in marketing, serving as entrepreneur as well as marketing director of two firms.

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Judy Strauss was Professor of Marketing Emerita at the University of Nevada-Reno, USA. She was also an award-winning author of four books and numerous academic papers on internet marketing, advertising, and marketing education. Judy passed away during production of this edition. This book is dedicated to her.