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## About the Author

Quirk eMarketing has been providing holistic and innovative marketing services to a range of clients in the global business community since 1999.

Our QuirkStars are innovative consultants, researchers, eMarketing strategists, copywriters, campaign managers, developers, and designers, all with eMarketing experience and focus. This diverse skills base guarantees the benefits and value that our readers can derive from our textbook. It is the culmination of the knowledge, technology, and expertise that we have accumulated and practiced over the years. These factors, coupled with our natural quirkiness, our global presence, the integrated range of services we provide, and our continual desire to break new ground, enable us to offer a complete guide to eMarketing that not only will equip you academically but also will prepare you practically for the online world as you embark on or expand your career.