



This is “Acknowledgments”, article 2 from the book [Online Marketing Essentials \(index.html\)](#) (v. 1.0).

This book is licensed under a [Creative Commons by-nc-sa 3.0](http://creativecommons.org/licenses/by-nc-sa/3.0/) license. See the license for more details, but that basically means you can share this book as long as you credit the author (but see below), don't make money from it, and do make it available to everyone else under the same terms.

This content was accessible as of December 29, 2012, and it was downloaded then by [Andy Schmitz](http://lardbucket.org) in an effort to preserve the availability of this book.

Normally, the author and publisher would be credited here. However, the publisher has asked for the customary Creative Commons attribution to the original publisher, authors, title, and book URI to be removed. Additionally, per the publisher's request, their name has been removed in some passages. More information is available on this project's [attribution page](http://2012books.lardbucket.org/attribution.html?utm_source=header).

For more information on the source of this book, or why it is available for free, please see [the project's home page](http://2012books.lardbucket.org/). You can browse or download additional books there.

Acknowledgments

First to all the QuirkStars who have made this happen the third time around—this project wouldn't have been possible without you. Particular acknowledgment goes to the following:

- Sarah Blake
- Katharina Scholtz
- Daniel Neville
- Mari Basson
- Lyndi Lawson
- Dianne Shelton
- Kathryn Sharfman
- Scott Gray
- Claire McGuinness
- Sue Cilliers
- Gavin Dale
- Grant McLachlan
- Emma Drummond
- Daniel Kolossa
- Peter Lehto
- Sarah Manners
- Shaun Oakes
- Craig Raw
- Sophia Raw
- Tim Shier
- Louw Swart
- Krystle Lange
- Emma Carpenter
- Leila Davies

Special thanks to the following, who are not QuirkStars but who have given so generously of their time and knowledge anyway:

- Jenn Yee, project manager, Unnamed Publisher
- Heather Foster, author, Unnamed Publisher
- Justin Beneke, academic extraordinaire
- Dave Duarte, mobile marketing guru
- Zak Edwards, <http://www.prezzybox.com>

Acknowledgments

- Dr. Richard George, senior lecturer, School of Management Studies at University of Cape Town
- Andy Hadfield, online strategist, FNB
- Allan Kent, <http://www.atplay.biz>
- Sarah Larter, associate account director, Millward Brown SA
- Jayne Morgan, kind supplier of the podcasting information, <http://www.podcart.co.za>
- Walter Pike, constructive critic, <http://www.aaaschool.co.za>
- Christian Robinson, <http://www.firebox.com>