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She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education. 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.

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This book grew out of that course and has significantly evolved along with changes in e-marketing. Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an...

9780132953443 - E-marketing by Judy; Frost, Raymond Strauss
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.

E Marketing By Judy Strauss
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.

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About Judy Strauss I've been using the internet since 1986, in the days of DOS and the Usenet (did a lot of online dating in those groups). I co-authored the first textbook on internet marketing in 1996 and have been following its exciting and fast moving landscape ever since.

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