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About the author (2003) Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno and Chair of the Managerial Sciences Department. She has published academic papers in...

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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.

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