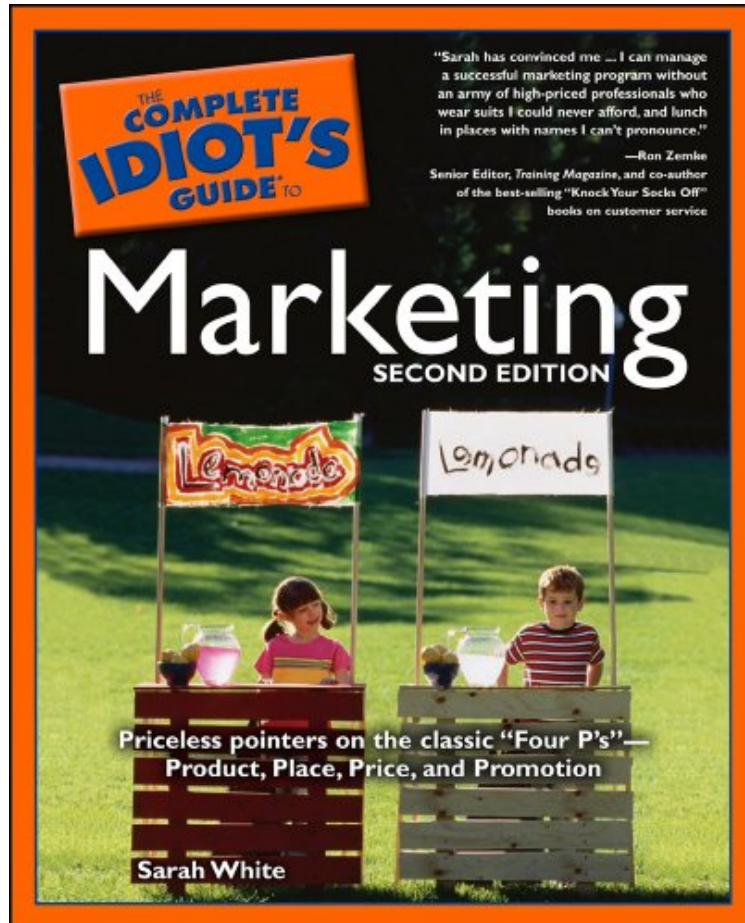


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## The Complete Idiot's Guide to Marketing, 2nd edition

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About the AuthorSarah White is a marketing and advertising consultant in Wisconsin. She is the author of Streetwise Advertising and Do It Yourself Direct Mail and Publicity, and a consultant for Adams Advertising Streetwise Advisor.