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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.

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Judy Strauss is Associate Professor of Marketing at the University of Nevada, Reno. She is an award winning author of 12 books and numerous academic papers in Internet marketing, advertising, and marketing education.

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