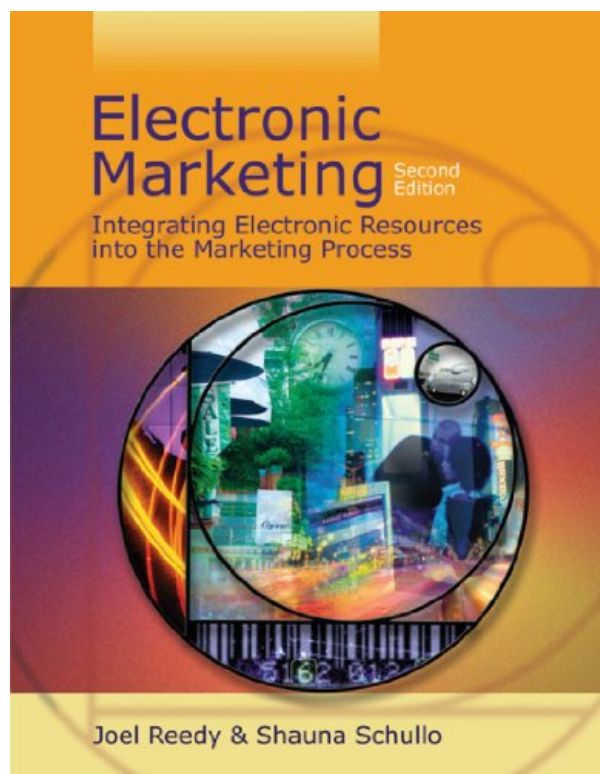
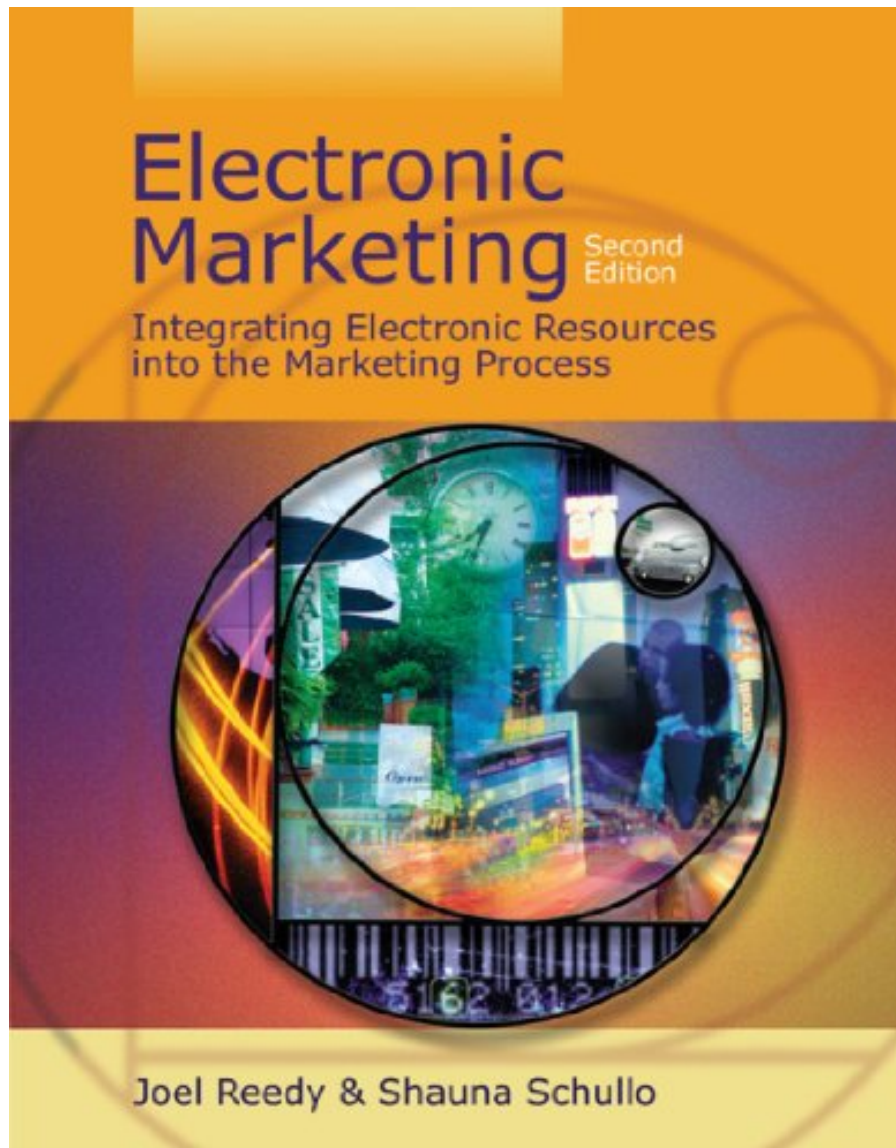


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About the Author

Joel Reedy, BS in advertising from the University of Florida and MBA and marketing instructor at the University of South Florida in Tampa, has proven credentials in planning and execution of effective marketing programs. Before beginning his teaching career at USF in 1990, he worked as an advertising agency principal and marketing strategist for twenty years. His planning specialties included account planning, media planning, and process evaluation. While at USF, his attention has been directed toward segmentation and promotional strategies for more effective marketing performance, and he is an active user of electronic marketing tools as well as interactive technology. During his twelve years of full-time teaching at USF, Reedy has won four undergraduate teaching awards.

Shauna J. Schullo is currently the computer programmer analyst manager of academic computing at the University of South Florida. She holds a BS in chemistry, a MS degree in chemical engineering, and is pursuing her doctoral degree in instructional technology. Schullo has worked in the private industry and

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