

THE COMPLETE INTERNET MARKETER
by Jay Neuman
Testimonials

"This is the first book to explain how to use the Internet in a way I can easily understand and apply. Jay Neuman leads you through a process that of clarifying the specific needs of your organization so you can start and finish Internet projects with confidence. I will use this system for every new project."

Lisa Peacock
Founder and Chairman, The Peacock Foundation

"Finally, a book that covers everything that I want to teach in the classroom and it's also in touch with the reality of how Internet Marketing is done today."

Eric Amidi PhD, MBA
Professor, University of Phoenix

"This book guides you through all the vital considerations in developing an Internet program that delivers bottom line growth. Whether you know a little or a lot about Internet Marketing, this book will be a valuable resource."

Judith Weiss
Vice President, Marketing, ARAMARK Uniform Services