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## FINALLY: A COMPLETE GUIDE TO INTERNET MARKETING

Veteran of the Dot-Com Revolution, Jay Neuman delivers the first comprehensive handbook for Internet Marketers

Los Angeles, CA (March 27, 2007) – Jay Neuman condenses thirteen years of experience into the first comprehensive guide to all things Internet Marketing. In 1994, when the World Wide Web was just one year old, Jay Neuman became part of the acclaimed Interactive team at Toyota. A few months later, he helped launch the corporate website that won nearly every industry award in the 1990's and was held up as the model for other websites to follow. Jay went on to fight in the trenches of the Dot-Com Revolution, then to lead Interactive Marketing at a Fortune 500 company, ARAMARK Uniform Services. In the process he learned all the lessons they don't teach in books. Then he put those lessons into an easy-to-read tutorial format that anyone can follow. Now everyone has access to what was once an inner sanctum of Web expertise.

THE COMPLETE INTERNET MARKETER was published today by With-A-Clue Press and is distributed by the online content marketplace, Lulu.com. It is the first book on the market that covers not only basic skills but also strategy, business planning and website design with in-depth application for all of the major online business models.

Neuman wrote THE COMPLETE INTERNET MARKETER in response to his frustration over not being able to find employees or Web vendors who have both the technical skills and business savvy to make Internet Marketing successful. There are thousands of technicians who can implement the Science. But there are few well-rounded practitioners who also understand the Art of making the Science work for each individual business or organization. The industry was lacking a comprehensive resource for Internet Marketers. His response? THE COMPLETE INTERNET MARKETER, a complete course in a book, teaching both the Art and the Science of Internet Marketing.

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