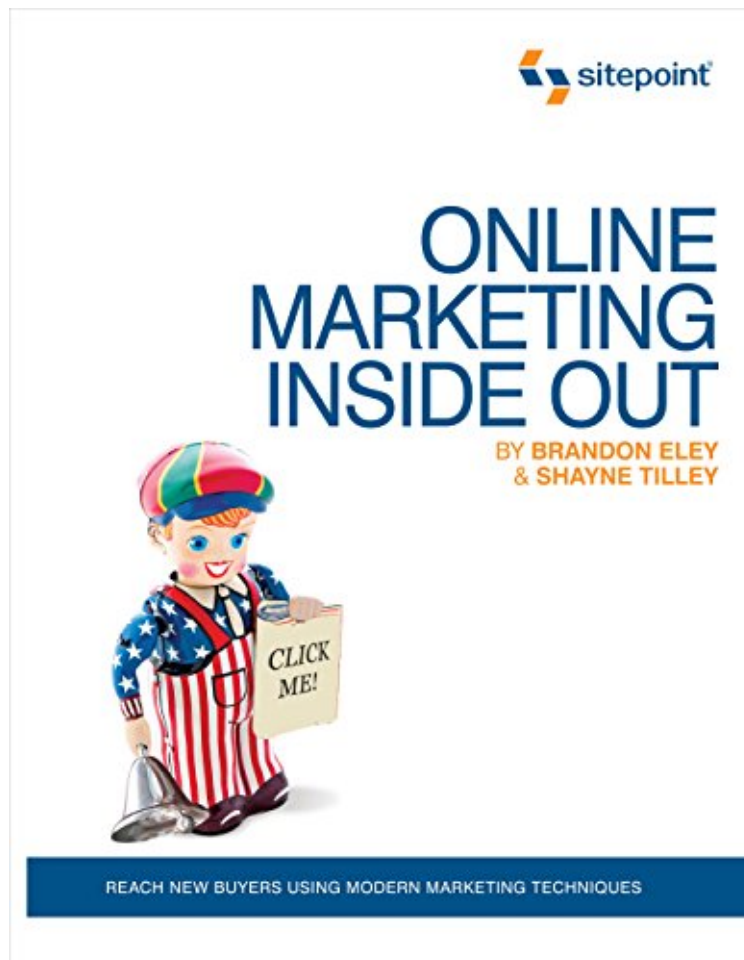


Online Marketing Inside Out: Reach New Buyers Using Modern Marketing Techniques

Brandon Eley, Shayne Tilley

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About the Author In 1999, Brandon Eley started 2BigFeet.com in the then untapped market for large-sized shoes. The need for an e-commerce web site led to his trial-by-fire indoctrination into web development and online marketing. In addition to owning 2BigFeet, Brandon is also the Interactive Director for Kelsey Advertising Design, where he oversees interactive projects and online marketing campaigns, and blogs at brandoneley.com.