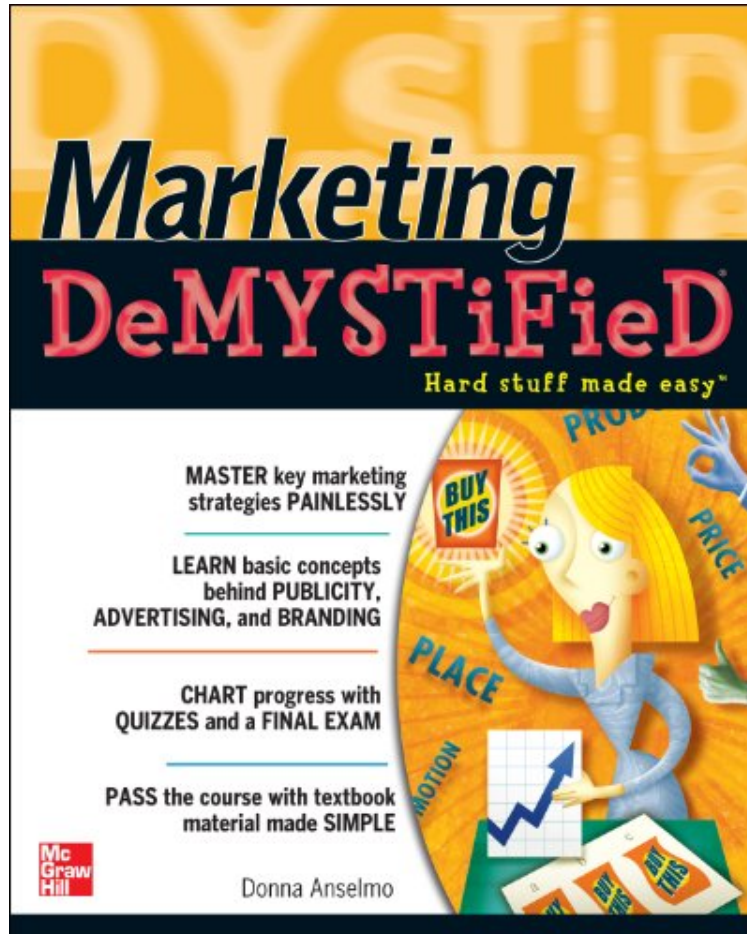


Marketing Demystified

Donna Anselmo

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About the Author About the Author Donna Anselmo is founder and CEO of BOLD Marketing Solutions, Inc., an integrated marketing and training firm specializing in brand strategies and communication. She hosts BOLD TALK Business Radio, a weekly AM radio program that educates business leaders, managers and entrepreneurs on marketing and business strategy. She has developed curricula for continuing education programs, which were offered by Adelphi University, Hofstra University, and Stony Brook University. She has also authored articles for various media, including The New York Times.