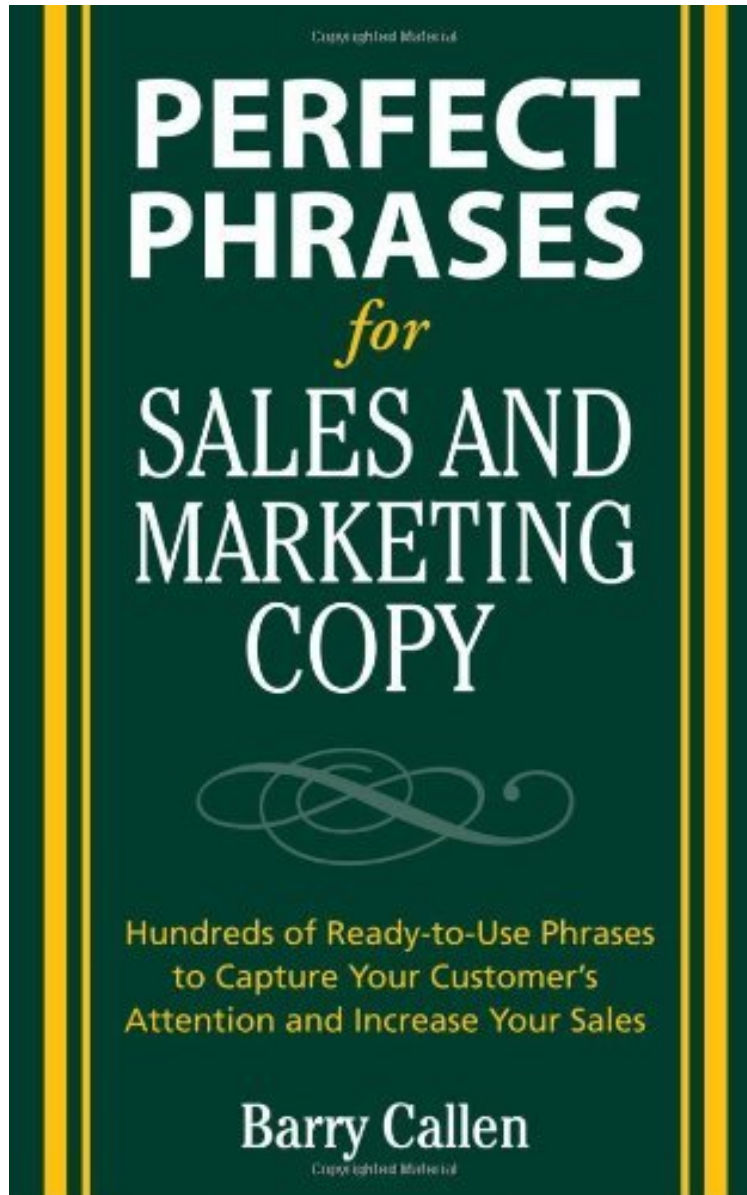


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About the Author
Barry Callen is a marketing and advertising consultant, lecturer, and teacher with more than 30 years experience in all forms of media, from TV to direct mail to the Internet.