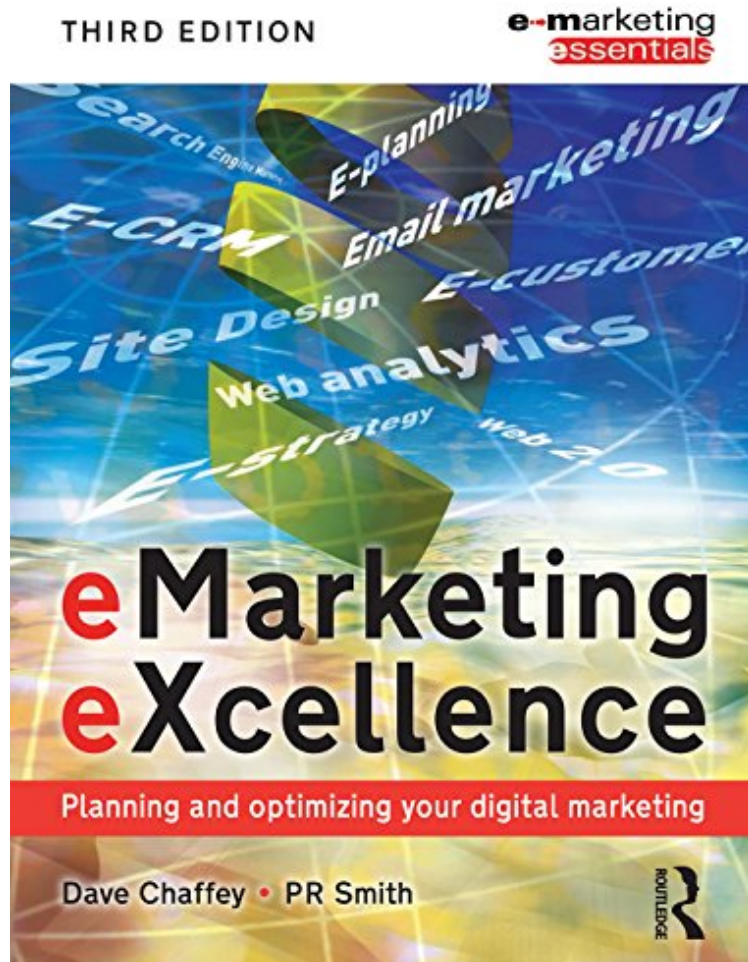


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Danny Meadows-Klue, President of Interactive Advertising Bureau (Europe)

About the Author

A leading internet marketing consultant, trainer and author. Recognised by the CIM as one of 50 gurus who have shaped the future of marketing, Dave is an examiner on the CIM e-Marketing Award and course director for CIM e-marketing workshops since 1997. He is the managing director of Marketing Insights Limited and also lectures in e-business at the Universities of Cranfield, Leeds and Warwick.