

## About the Authors

**Catherine Juon** is co-founder and Catalyst of Pure Visibility, passionately leading the charge for companies to grow via the Internet. Catherine traces her love of the Internet back to Poland, where in 1991 she began teaching at the University of Warsaw. There, she experienced the power of the Internet to transform international communication, from weeks to seconds, in a way we now take for granted.

Catherine believes a similar transformation is taking place in commerce—and dubbed the system of harnessing the power of the Internet for commerce Your Online Sales Engine. Based on the experience of helping companies from the corner store to global enterprises, Catherine and her company teach companies how to benefit from the web by sharing the foundations you'll learn in this book.

**Dunrie Greiling** is Pure Visibility's Director of Happiness and its lead Relationship Manager, responsible for national and global online sales engine engagements for Pure Visibility clients. Dunrie often draws on the hypothesis testing and data analysis skills she learned during her doctoral dissertation in Ecology and Evolutionary Biology at the University of Michigan and her undergraduate degree in that field from Princeton University.

She left academics in 2000 and has since managed software design, web design and development, and search marketing projects. She supplemented her lessons learned with training and certification as a Project Management Professional by the Project Management Institute.

**Catherine Buerkle** is an independent User Experience and Technical Communication Consultant currently living in Germany. She has extensive experience defining and writing interactive content for a broad array of industries and applications (both web based and offline).

Before moving to Germany and under her maiden name of Titta, Catherine founded and ran a technical communication and user-experience consulting practice that won several international and best-of-show awards. Based on both the wide variety of her consulting experiences and her extensive time spent in the IT world, she has become a strong user advocate and an evangelist for applying practical and sound methodologies.

## Dedications

*I dedicate this book to my family. To my husband, Dave Zerweck, and our children, Christian and Phillip, and the blessings you bring to my life. And to my parents, Jim and Pat; and in-laws, Herman and Sue, who taught me a great deal about entrepreneurship and so much more. Your faith in me and in the business is invaluable. Thank you.*

—Catherine Juon

*I dedicate this book to my mentor, Beverly Rathcke, 1945–2011. Your logical and scientific rigor and your editing prowess encouraged my growth as a thinker and a writer. Your friendship and the community of Ann Arbor gourmet potluck enthusiasts you fostered continue to enrich my life. Thank you.*

—Dunrie Greiling

*I dedicate this book to my family. First, to my very supportive husband, Martin, and our young children, Nicholas and Stephanie (who try to understand why Mommy has meetings and deadlines in different time zones instead of traditional work like other moms). And last but not least to my parents, Peter and Judy, who have always supported me with love, no matter what unusual turn my life has taken. Thank you.*

—Catherine Buerkle