

About the Authors

Jan Zimmerman has found marketing to be the most creative challenge of owning a business for the more than 30 years she has spent as an entrepreneur. Since 1994, she has owned Sandia Consulting Group and Watermelon Mountain Web Marketing (www.watermelonweb.com) in Albuquerque, New Mexico. (*Sandia* is Spanish for *watermelon*.) Her previous companies provided a range of services including video production, grant writing, and linguistic engineering R&D.

Jan's Web marketing clients at Watermelon Mountain are a living laboratory for experimenting with the best social media, search engine optimization, and other online marketing techniques for Web success. Ranging from hospitality and tourism to retail stores, B2B suppliers, trade associations, and service companies, her clients have unique marketing needs but share similar business concerns and online challenges. Her consulting practice, which keeps Jan aware of the real-world issues facing business owners and marketers, provides the basis for her pragmatic marketing advice.

Throughout her business career, Jan has been a prolific writer. She has written two editions of *Web Marketing For Dummies*, four editions of another book about marketing on the Internet, as well as the books *Doing Business with Government Using EDI* and *Mainstreaming Sustainable Architecture*. Her concern about the impact of technological development on women's needs led to her book *Once Upon the Future* and the anthology *The Technological Woman*.

The writer of numerous articles and a frequent speaker on Web marketing and social media, Jan has long been fascinated by the intersection of business, technology, and human beings. In her spare time, she crews for the hot air balloon named *Levity* to get her feet off the ground and her head in the clouds.

Jan can be reached at books@watermelonweb.com or 505-344-4230. Your comments, corrections, and suggestions are welcome.

Doug Sahlin is an author and a photographer living in Venice, Florida. He has written 22 books on computer applications such as Adobe Flash and Adobe Acrobat. He has written books on digital photography and co-authored 13 books on applications such as Adobe Photoshop and Photoshop Elements. Recent titles include *Flash Web Sites For Dummies*, *Digital Photography Workbook For Dummies*, and *Digital Portrait Photography For Dummies*. Many of his books have been bestsellers at Amazon.com.

Doug is president of Superb Images, Inc., a wedding-and-event photography company. Doug teaches Adobe Acrobat to local businesses and government institutions and uses social media to promote his books and photography business.