About the Author

Laura A. Lake has been involved in the marketing industry since 1997. She brings a fresh, easy-to-understand perspective to consumer behavior. Despite popular belief, the understanding of consumer behavior can even benefit small companies, because it enables them to market more effectively by meeting the needs of the buyers in the marketplace. The end result is a higher rate of success; this is where Laura finds her passion.

Laura has helped many companies understand consumer behavior and the management and implementation of the findings within. Understanding why consumers purchase, consume, or dispose of products is invaluable as the battle for customers intensifies day by day. Laura consults with companies to emphasize the importance of investing in research to determine why customers think, feel, reason, and ultimately purchase from among alternative products or services.

Laura serves as the current marketing columnist at About.com, a New York Times Company. She shares her extensive marketing knowledge in more than 600 articles published on some 4,000 Web sites and in various publications. She’s also a featured writer in several magazines. As if that weren’t enough to keep her busy, Laura has served in director and vice president positions for well-known advertising agencies in previous years. In 2008, she founded her own successful marketing agency and sales training company. She now advises companies on how to create and implement effective marketing strategies that help them grow their businesses.
Dedication

As most authors will tell you, it takes much more than just them to write a book. It’s a collaborative effort between you and those who encourage you to do the work it takes to get the book done. I had several people by my side along the way, and without them the possibility of finishing would have been impossible.

First and foremost I must thank my mom and dad, Jack and Jill Brown, for pushing me to live my dreams and follow my heart. Even if it seemed at times I wouldn’t make it, you always believed.

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