

ABOUT THE AUTHOR

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David Meerman Scott is a writer, consultant, conference speaker, and seminar leader specializing in using online content to market and sell products and services to demanding customers worldwide. His expertise is increasing revenue by applying cost-effective content marketing programs at all stages of the sales cycle.

Prior to starting his own marketing and communications company, David worked in the news business where he held executive positions at NewsEdge Corporation, an online content leader and for an electronic information division of Knight-Ridder, one of the world's largest newspaper chains. He's also held senior management positions at a leading e-commerce company, was a clerk on a Wall Street bond trading desk, and acted in Japanese television commercials.

David is the author of *Eyeball Wars: a novel of dot-com intrigue* and a contributing editor for *EContent Magazine*. His writing has appeared in such diverse publications as *Competitive Intelligence Magazine*, *StreamingMedia*, *North American Review*, *Metropolis*, and others. David has lived and worked in New York, Tokyo, Boston, and Hong Kong and he has presented at industry conferences and events in over 20 countries on four continents. To contact David, please visit him at www.DavidMeermanScott.com or check out his blog *Web Ink Now* at www.webinknow.com.

