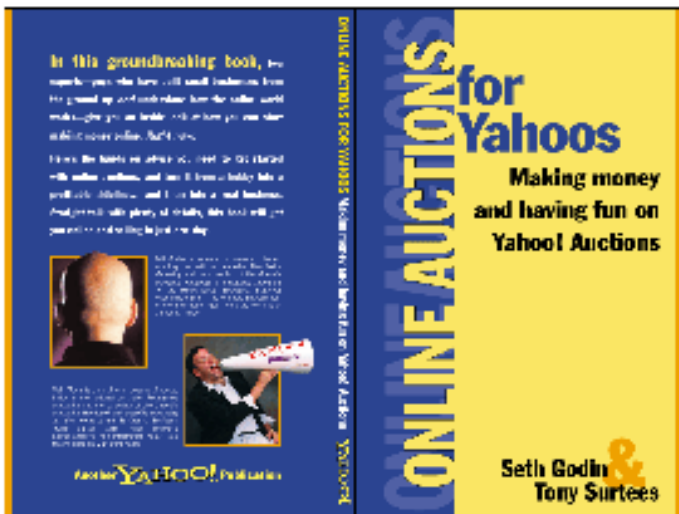


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About the Authors



Seth Godin

Seth Godin is the author of dozens of books, including the national bestseller Permission Marketing and the co-author of the Guerrilla Marketing Handbook and Guerrilla Marketing for the Home-based Business. Business Week called Seth, "The Ultimate Entrepreneur for the Information Age." He's the Permission Marketing Yahoo.

[Other Books by Seth Godin](#)



Tony Surtees

Tony Surtees is Vice President and General Manager of Yahoo!'s Commerce Group. He is a committed entrepreneur having started two successful international businesses. He was a judge for the Australian Small Business Award and author of articles about Customer Loyalty and Marketing.

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