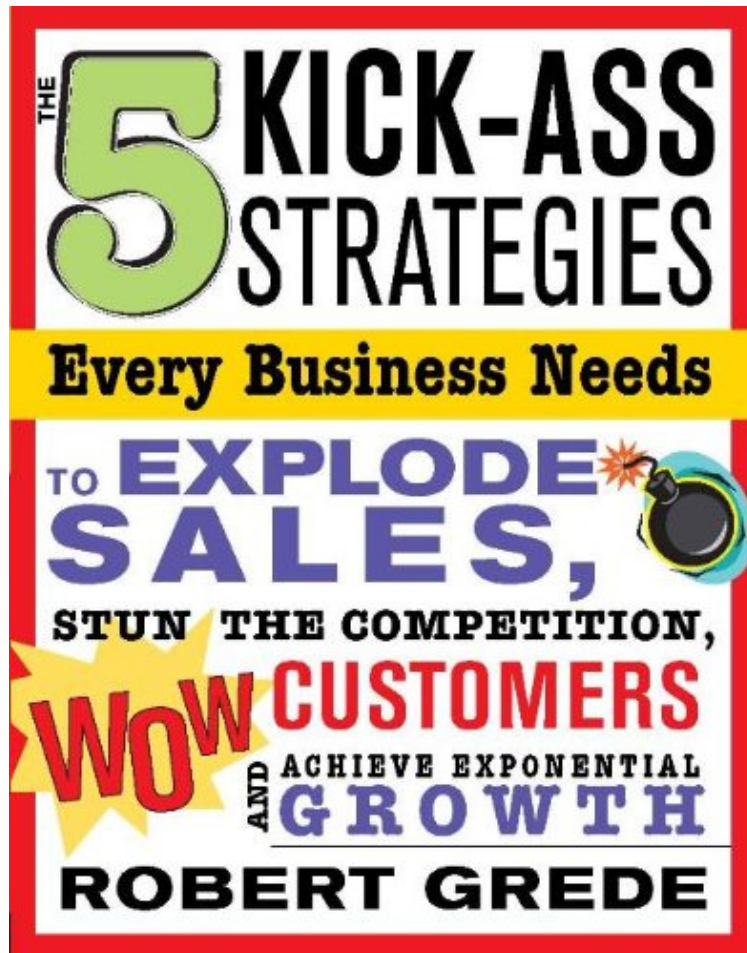


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About the Author Robert Grede, BA, MBA, is a graduate of DePauw University and the Goizueta School of Business at Emory University. After twelve years in the advertising industry, working with premier marketers like McDonald's, Proctor Gamble, and Union Carbide, Grede embarked on an entrepreneurial path, founding the Grede Company, consultants in marketing and strategic planning. Clients range from start-up operations to Fortune 500 firms. Mr. Grede taught marketing and entrepreneurial management at Marquette University for many years, is a syndicated columnist and frequent contributor to magazines, and author of the bestselling *Naked Marketing-The Bare Essentials* (Prentice Hall) and *Naked Marketing-The Bare Essentials, 2nd Ed.* (Marquette University Press). A familiar face on television and radio talk shows, Mr. Grede speaks on the subject of marketing and strategic thinking at civic organizations and corporate venues. www.thegredecompany.com copy; Jonathan R