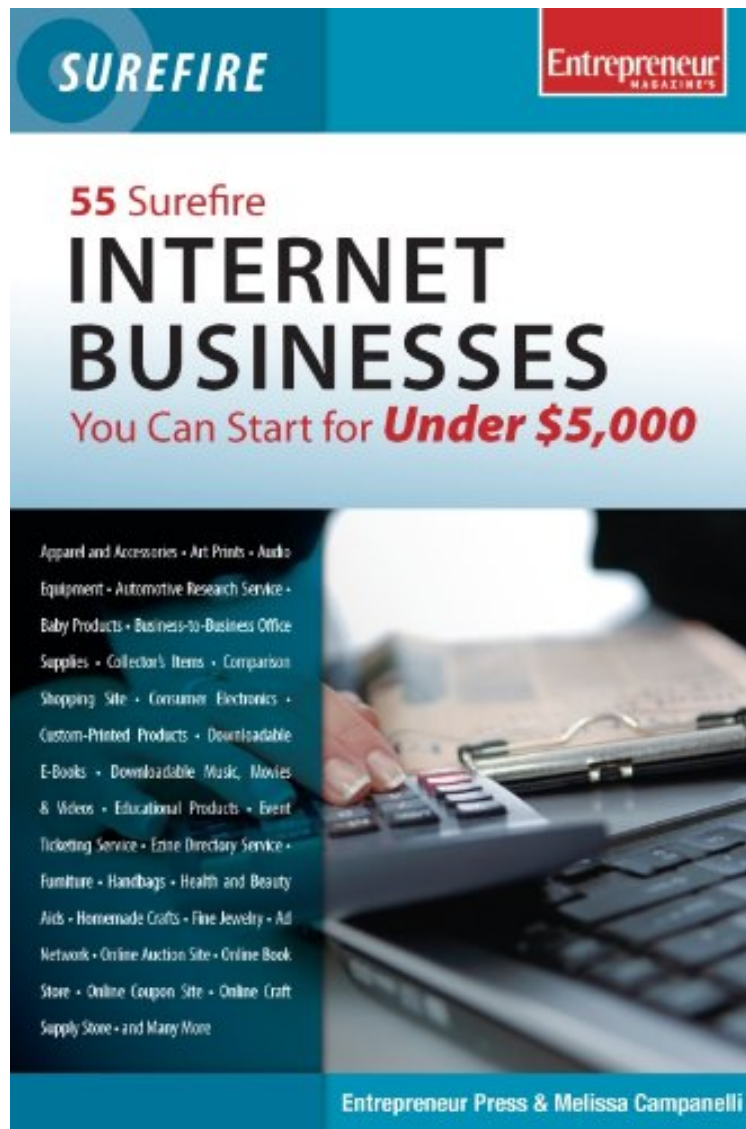


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About the AuthorMelissa Campanelli (Brooklyn, NY) is a leading expert in small business e-tailing. She writes a monthly e-business column for Entrepreneur magazine, ldquo;Net Profits,rdquo; is the author of Start Your Own e-Business, and is a senior editor at DM News.