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## Acknowledgements



It is quite some time after I have published my first book, where I had explored concepts of Nobel Prize in Physics through Concept Mapping. My experience as Asso. Prof. and Web Technologist at [IIT](#), India kindled my curiosity to explore Internet Marketing as it seemed natural to promote what you have created, i.e. your website.

Thus born my interest in iMarketing, During the journey of my acquiring knowledge related to iMarketing I explored various possibilities of gaining knowledge such as practically implementing them on trial sites, gathering information from various virtual iMarketing guru's through their ebooks and subscribing to various newsletters related to this topic.

On the way, I gathered useful information and thought why not I publish a book, so that entire web community could benefit from this knowledge, Thus born my third baby, as I have already contributed as co-author in my second book related to 'Mobile Learning' published by IADIS, Malta.

Next, a special mention should be made about the Founders of Jamuse.com Rob Wilson and David Fritsche and C.O.O Bruce Lazarus for letting me present jamuse in detail.

I thought it my duty to introduce jamuse as it is a Web 2.0 Marketing Operating System useful to both Creative Professionals and Ad Makers. It enables you to market your product and interact with your clients at one go. Hence all **references related to jamuse belong to** [www.jamuse.com](http://www.jamuse.com), □ Copyright 2007

A special mention has to me made about Ms.Geetha, an Educationist for Special Children for proof reading my entire document as she has always done for my books.

Finally my thanks to my mother, other relatives, cousins and friends who had put up with my work, as most of the time I was so busy attending only very important calls, as I had to keep abreast of my interest in other fields such as ELearning, Knowledge Management apart from writing this ebook, as I wear these hats too. They understood my pressure and continue to love me as they had always done.

I sincerely hope, the information you find in this book, when implemented would definitely promote your business.

## **Guide 2 iMarketing 4 Ur Business** (Introducing jamuse an offspring of Web 2.0)

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