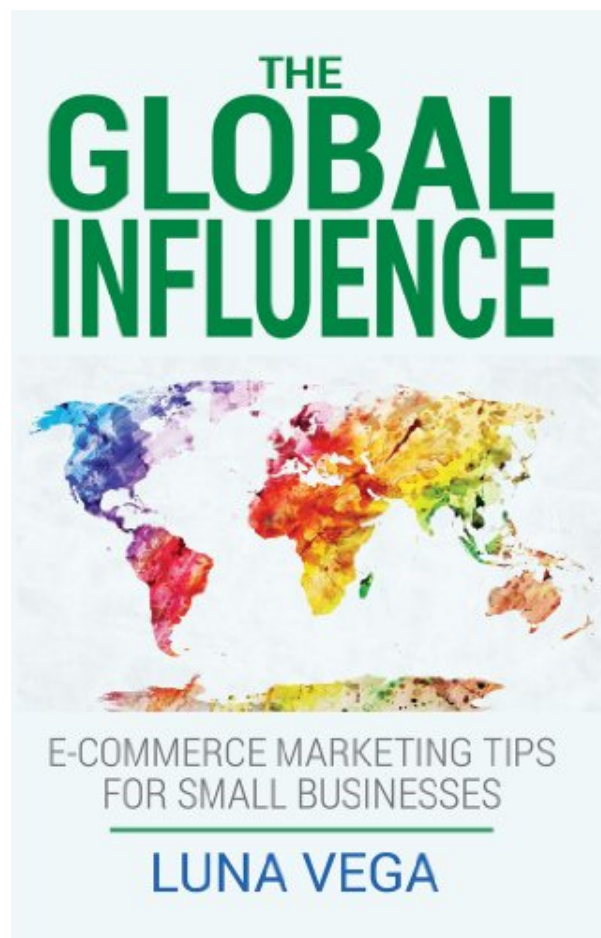


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About the Author

For fifteen years, digital marketing consultant Luna Vega has launched and managed advertising campaigns in the fashion, electronics, and consumer goods industries. She has lived in New York, Miami, Paris, Berlin, Singapore, Sydney, and other major centers while working for advertising agencies like McGarry Bowen, Sapient Nitro, TBWA / Chiat, Weiden+Kennedy, Young and Rubicam, and RGA.

Obsessed with the ubiquitous nature of personal computer use and how the phenomenon continues to shape our lives, Vega is at the heart of technological developments, and aware of emerging trends and gadgets long before they hit the mass market. She is passionate about helping brands extend their online presence.

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