



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Virtual Marketing: Real World Word-of-Mouth Tactics

Industry Experts & Analysts Score: Jeff Kowles via
Market Perception Index

Bridge: aJ... Ex... yo... yBwwMw... wx... kAyAmx... kJ... : O x , kO

Range: t... x AB: p Bw... , E M...

Object: - L.k : J Mkwvew kJO 4 nO... Lax O x kA NQ, kKJx wx Ew pAD: x Bx