

## About the Author

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**Rob Stokes** earned his Business Science Degree at the University of Cape Town and is the 2009 Bookmarks Winner for the Best Individual Contribution to Digital award. His Marketing Honors Thesis, which focused on the topic of email marketing, led to development of the company Quirk eMarketing, which he currently is the CEO of. He is considered to be an eMarketing specialist and he lectures on Internet Marketing at the University of Cape Town, Red & Yellow School of Advertising and Cape Peninsula University of Technology. He also holds various workshops and presentations on eMarketing across the globe.