



become acquainted with the ins and outs of this industry, including its key publications, Web sites, schools, and training programs.

About the Author Stan Tymorek is a writer and editor with extensive experience in the fields of advertising and public relations. He was a creative/copy director at Lands' End and was also the copy chief at LifeSketch.com, a Web site start-up company for sharing photos and online scrapbooks. He served as a copy consultant for Nordstrom.com and edited the book *Clotheslines: A Collection of Poetry and Art*. He was also Director of Public Relations at the Mount Sinai Medical Center in Chicago.