



In 1993, Larry Chase founded what many consider to be the first marketing firm on the Internet. In Larry Chase's book, *Essential Business Tactics for the Net, 2nd Edition*, he shares with readers the lessons he learned, the secrets he kept, and the winning strategies garnered from his experiences and from those of his clients. Some of those clients include Con Edison, 3Com, EDS, New York Life, AutoByTel, Liberty Mutual, Time Warner, and numerous others, both large and small. Before becoming an Internet expert, Larry Chase was a strategic award-winning writer for many New York advertising agencies, such as Young & Rubicon, DDB Needham, and Backer Spielvogel Bates. He worked on consumer goods, business-to-business accounts, radio, print, television, and direct response. When he found he was writing for a medium he was not watching much anymore, he decided to write for a medium he was passionate about, the Internet. With 16 years experience in traditional marketing, Larry Chase is qualified to help his Fortune 500 clients discern which classic marketing principles endure, and where the new Internet thinking must begin; he has integrated understanding of both traditional and Internet media.

Larry Chase is the publisher of *Web Digest For Marketers (WDFM)*, the first online marketing newsletter. Each month, over 150,000 people read its reviews, over 1,300 web sites point to it, and several publications either quote from *WDFM* or suggest readers subscribe to it. *WDFM* reviews have been syndicated to *Advertising Age*, *Direct Marketing News*, *Business Marketing Magazine*, and others. Due to his online marketing pioneer status, *The New York Times*, *Business We...*

**Larry Chase**

### Speech Topics

- Technology
- Future
- e-Commerce

## Testimonials

"Larry took a complex subject and made it interesting and accessible for those in our audience who were not so sophisticated about the Internet. It was obvious that Larry had not only prepared for the target audience, but equally important that he demonstrated the presentation skills that made the program enjoyable to all who attend."

- Mesa Group.

"I highly recommend his services to anyone looking to demonstrate how the Internet applies to their given situation. He has the uncanny ability to "tune" the presentation and message to the audience at hand, so that the Internet "speaks" to them in their language."

- The Direct Marketing Association.