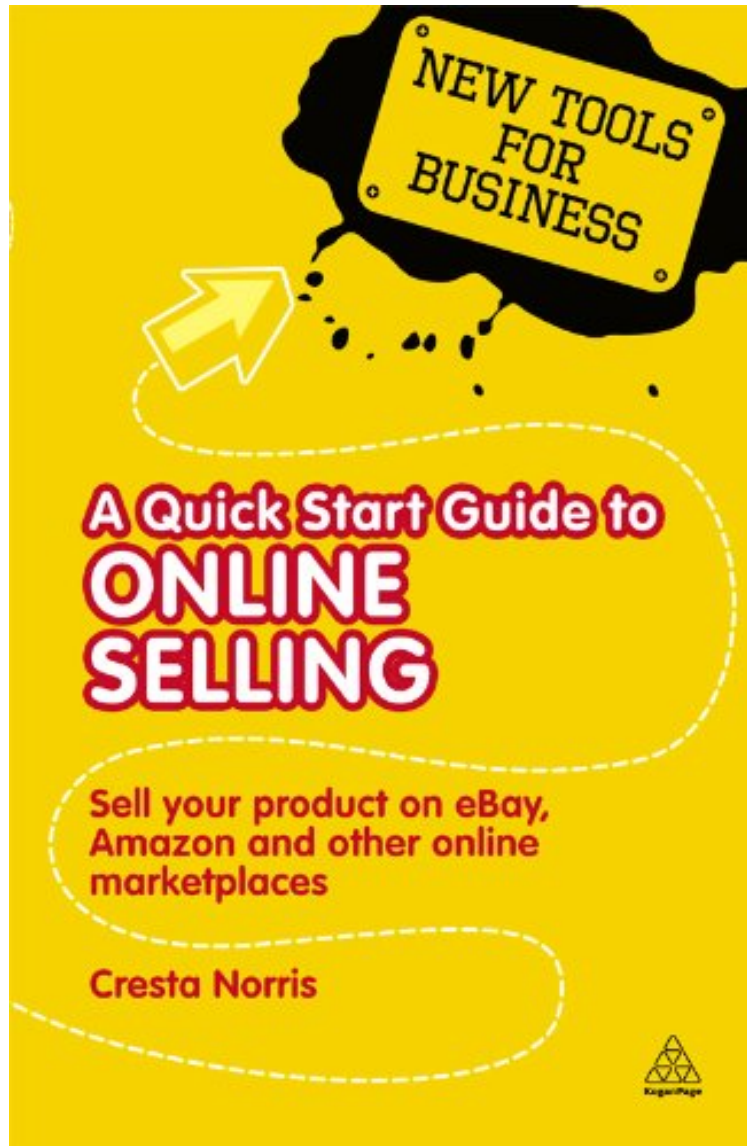


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"...full of invaluable information, and a strong resource." -Midwest Book About the AuthorCresta Norris is former head of new media content at UKTV, a joint venture between Virgin and the BBC.nbsp; She has created online content for the marketing arms of the BBC and has also worked for them as a radio producer.