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By Heather Lutze

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Heather F. Lutze is the author of The Findability Formula (3.77 avg rating, 22 ratings, 6 reviews, published 1961) and Thumbonomics Heather F. Lutze s Followers.

http://www.goodreads.com/author/show/2969435.Heather_F_Lutze

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<http://www.buses.org/Member-Resources/Webinars-Webinar-Archive/Marketplace-Education-Sessions>

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<https://www.linkedin.com/in/marketingspeakerheatherlutze>

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http://www.on24.com/press_releases/ibm-webcast-the-business-impact-of-thumbonomics/

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<http://www.nsacolorado.org/getting-found-online-rock-your-online-marketing-to-get-booked-and-build-your-brand/>

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<http://www.cipacatalog.com/thumbonomicsppt/>

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