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The Practical Nomad: How to Travel Around the World (2nd edition, 2000)
The Practical Nomad Guide to the Online Travel Marketplace (2001)

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To Whom It May Concern:

As a full-time staff consultant and the "Travel Guru" at AirTreks.com since 1998, I worked closely with Cat MacLeod on a wide variety of marketing, Web production, and technical projects, and observed him in his day-to-day work, throughout his tenure with AirTreks.com from January 2000 through January 2003.

Cat thinks like a marketing professional, and clearly enjoys marketing as a form of applied anthropology. He understands psychology, and what motivates people. His ability to see a Web site or other marketing vehicle through the eyes of the target consumer is rare in people as technically savvy as he is. He's friendly, upbeat, cooperative, self-motivated, and a quick learner. He has worked well with, and been respected by, staff from all departments.

Cat is relentlessly competent, whatever he does. He asks for help when he needs it, but he gets things done on his own. He keeps his commitments, no matter what that takes, and plans and documents his work meticulously. That's not easy in an Internet business where everything is needed yesterday and requirements are constantly changing. He has maintained a full-time graduate course load without it ever interfering with his job responsibilities. No task has been beneath him if it needed to get done. He's accomplished a great deal in technical support and infrastructure maintenance, with few resources, even when that wasn't supposed to be his responsibility.

I recommend Cat MacLeod unhesitatingly. He will be an asset to any organization fortunate enough to have him on their team, as he has been at AirTreks.com. I greatly regret that, as he completes work towards his M.B.A. degree, AirTreks.com is no longer able to offer him a position of increased challenge, responsibility, and compensation commensurate with his increasing skills and credentials. I wish him all possible success in his future endeavors.

Please feel free to contact me if you have any questions.

Edward Hasbrouck