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Web Design: E-Commerce

Edited by Julius Wiedemann, 191 pages, softcover, \$9.99, published by Taschen, www.taschen.com. Taschen Books brings together 50 examples of great e-commerce design in *Web Design: E-Commerce*. These sites tend to be smaller, and take a more nimble approach to e-commerce than the Amazons of the world. Their more adventurous attitude integrates cutting-edge graphic design, interface design and experience design with good old-fashioned shopping and buying. Lavishly illustrated with full-color screengrabs, the book takes a case study look at these sites, showcasing everything from the sale of bicycles to lingerie, from photo sharing services to downloadable fonts. Throughout, the emphasis is on integrating the brand identity of these companies into the e-commerce experience, beginning with a splash screen and extending all the way to the shopping cart. —S.M.