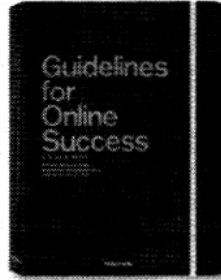


Guidelines for Online Success

By Rob Ford; Julius Weidemann, Eds.

Taschen, \$39.99, 366 pages

In a very well-put-together book, editors Ford and Weidemann have collected more than 200 websites, many of them from Ford's Favorite Website Awards, and provided information about who designed them, what makes them work, why they are successful and a couple of screenshots. Each site is not covered in any depth, but the shear breadth of coverage of different types of sites is



very good. Most of the sites use Flash in either a minor or major part of their site, so fans of *Skip Intro* won't be real impressed. There is (as one might expect from a Taschen book) a nice selection of web sites from around the world, and not just American sites. From a designer point of view, there is much to give you ideas for your own or client sites. From a business point of view, it is less helpful. The do's and don'ts might be helpful, but are more general in nature and not as specific as you could get in a more business-oriented and less design-oriented book. Many of the sites used as examples are more than a year old, and in Internet design time, that's almost an entire generation. But that may be more indicative of the problems moving from the Internet to print, than the selection of sites by the authors. In summary, buy this if your livelihood, or your interests, lie in the web design area, not if you are hoping for clear business guidelines for your website.