

books



Skip the guidelines and head to the sites

Guidelines for Online Success

Edited by Rob Ford and Julius Wiedemann (334 pages, softcover, \$39.99, published by [Taschen](http://www.taschen.com), www.taschen.com). Based on the winning entries at Favourite Website Awards, one of the Internet's most popular design award sites, *Guidelines for Online Success* provides hundreds of examples of hot, cutting-edge, Flash-driven sites of the day. The winners are organized into six main categories: Interface & Design, Marketing & Communication, Technology & Programming, Technical Advice, Content/Content Management and E-commerce. While the images are a robust recipe for success, the actual guidelines presented are offered simply as "Dos and Don'ts." For example, in the section on Creating Atmosphere, one of the three Dos is, in its entirety, "Go for quality." *Guidelines for Online Success* flips the old saw, "Do as I say, not as I do" on its head. Readers trying to emulate these award winners, though, can probably skip the prescriptive guidelines and head straight to the sites.

—Sam McMillan