



GUIDELINES FOR ONLINE SUCCESS

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BRINGING together the world's most highly acclaimed web designers and developers, this innovative, benchmark book about successful online design and function invited global innovators in online promotion and selling to share their knowledge and experience on how to put together a successful, eye-catching and revenue-generating website. Chapters are arranged by subject (interface & design, marketing & communication, technology & programming, technical advice, content/content management, and commerce), with stacks of real-world examples of successful websites. Unbeatable in its genre. This is essential reading.
