

**The Internet Case Study Book**, edited by Rob Ford and Julius Wiedermann (384 pages, \$39.99, published by Taschen, [www.taschen.com](http://www.taschen.com)). To gain a deeper knowledge of how the Internet connects brands to consumers, this book examines more than 60 of the most popular sites on the Web. The editors have persuaded some heavy hitters in the industry to contribute introductory essays, and short paragraphs dissect each site looking at the brief, the challenge, the solution and results. Ultimately, though, the book drives readers to the Web, to see the sites for themselves.

**iPad Application Development For Dummies**, by Neal Goldstein and Tony Bove (464 pages, \$29.99, published by Wiley Publishing, [www.wiley.com](http://www.wiley.com)). Don't let the title fool you. With more than three

million units sold, Apple's iPad is a game changer for media publishers, consumers and content developers. To exploit that promise and capitalize on the opportunity, the authors walk budding developers through everything they need to know to create a successful iPad app.

**iPad The Missing Manual**, by J.D. Biersdorfer with David Pogue (299 pages, \$24.99, published by O'Reilly Media, [www.oreilly.com](http://www.oreilly.com)). Whether you use the iPad to play games, kick back with the *New York Times* or actually work, this missing manual will help you get the most out of your new tablet computer. Intelligently laid out with plenty of full color screen grabs and clear cogent instructions, the short guide-book is as essential as the iPad's battery charger.

—Sam McMillan