



The Internet Case Study Book

TASCHEN

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This book follows on from the best-selling 'Guidelines for Online Success' title and includes 60 success stories, from clients' briefings to final projects. It provides detailed studies divided into five chapters: e-Commerce, Corporate Sites, Campaigns, Social Media, and Promotional Sites.

Strategies examined range from those of giant corporations to small businesses, but all have a common goal: a successful, efficient and cost-effective investment on the web.

Each project is laid out in terms of Brief, Challenge, Strategy and Results. This book shows how successful businesses of any size can devise an effective online presence, and features the work of strategic innovators such as Ajaz Ahmed, Alex Bogusky, and Jeff Goodby.

Editor Rob Ford founded Favourite Website Awards (FWA) in 2000, a recognition programme for cutting-edge web design. His work has featured in the Chicago Tribune, Guardian and various web-related magazines. He has judged many industry award shows, contributes regularly to web-design sites and magazines, and writes a regular column in Adobe's Edge Newsletter.

Co-editor Julius Wiedemann was born in Brazil, studied graphic design and marketing, and was an art editor for digital and design magazines in Tokyo. 