

THE INTERNET CASE STUDY BOOK

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The Internet Case Study Book is a deeper excavation of the themes established in Rob Ford and Julius Wiedemann's previous publication, *Guidelines For Online Success*. In essence, it is a dossier on the Internet's best websites and the creative processes behind their existence.

As with all Taschen books, the design is a noteworthy feature in itself—hardcover, with an affixed elastic band that acts as a bookmark, and divided in to five clear, intuitive sections ('Campaigns', 'E-Commerce', 'Promotional', 'Social Media', 'Corporate'). Navigating the text is not only simple, but a pleasure. The case studies involve businesses big and small, examining the problems each faced, their reasons for addressing the challenges as they did, and the ways in which their work succeeded. This methodology ensures the insights can be applied universally and shouldn't become dated or irrelevant any time soon. Anyone with a stake—be it personal or professional—in better understanding online dynamics will certainly find *The Internet Case Study Book* a worthwhile read.

