



The Unusually Useful Web Book

By June Cohen

Pearson Education (US), United States, 2003. Paperback. Book Condition: New. 224 x 185 mm. Language: English . Brand New Book. The Unusually Useful Web Book is the only book you need to find out everything you need to know about web sites. In fact, it's 2 books in 1. You can skim the sidebars and checklists for tips and techniques you can use right away. Or you can follow along with the main text for a detailed discussion of planning, designing, building, and maintaining your web site. The Unusually Useful Web Book is jam-packed with: *Do-it-yourself worksheets. 20 worksheets walk you through essential tasks such as increasing traffic, improving site speed, writing a product plan, and making your site cross-compatible. *Behind-the-scenes info. 25 special Lessons from the Trenches show you how sites such as and deal with day-to-day challenges such as naming site sections or sending effective emails. *Advice from leading experts. More than 50 experts - from the father of the ad banner to the founder of - openly share the lessons they've learned on everything from making money to working with engineers. Includes expert interviews with Adam Berliant (Group Manager at Microsoft), Greg Dotson (Chief Information...



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