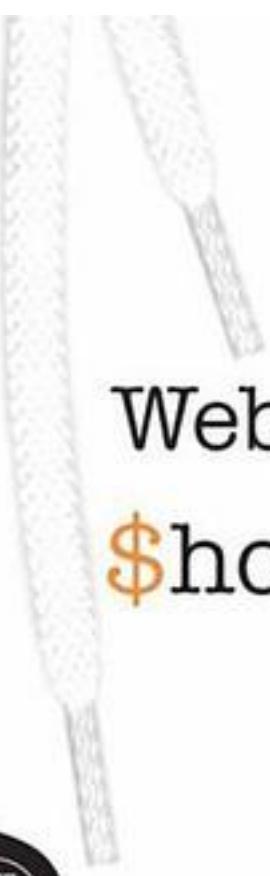


Web Design on a Shoestring



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Carrie Bickner



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Book Description

With the struggling US economy, many businesses have had to implement steps to

curb expenses and pinch pennies. One of the first areas to feel these cutbacks is the web site design and development group. Employees have been asked to fill roles previously held by other employees due to staff reductions. At the same time, these remaining employees are expected to execute robust and efficient mechanisms for their corporate web sites on a tight or non-existent budget. Developers and designers are looking for shortcut tools to get there. It's all about getting more bang for the buck. Web design on a Shoestring is the tool these web site developers and designers need. It reveals all sorts of free or inexpensive resources that are available but unknown. More specifically, Carrie Bickner shows you how any individual can do the things a team of web professionals are often brought in to do. Learn how to create a pennywise plan so that you avoid being nickled and dimed to death later. Find out the best ways to test your web sites efficiencies and functionalities. Understand the most effective content management systems, and the commercial products to use or avoid - all with no dollars being spent.

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