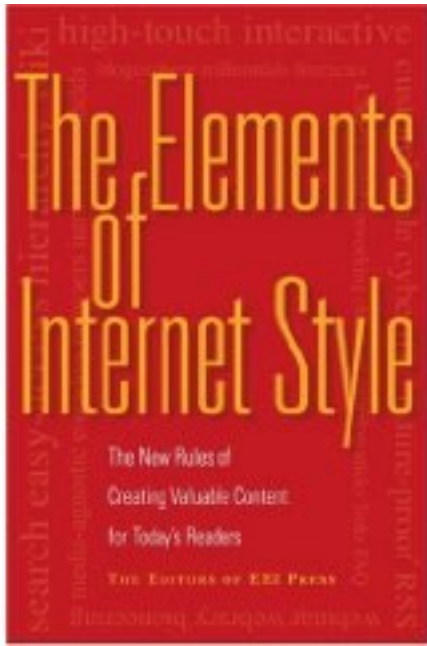


The Elements of Internet Style



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Eats, Shoots & Leaves for the Internet!

Learn the rules of today' s tech-driven publishing landscape!

The Elements of Internet Style is the first guide to embrace the new reality of creating content in the electronic age. It is packed with the tools to reach and engage today's too-busy, too-skeptical, toodistractible

readers. Read this book, and understand the trend toward greater and greater informality. Then discover the effects of this trend on punctuation and

capitalization, new words, usage, the methods for making language decisions when there is no clear authority, as well as the mounting need for built-in accessibility, comprehension aids, and navigation tools in every written document and on every web page. Chapters cover new technologies, new audience expectations, formatting,

readability and flow, and much more. The Elements of Internet Style is a must-have for everyone who cares about delivering information to readers online, in print, and everywhere else.

- The first guide to Internet style and usage
- Clear directions for reaching and engaging today's

multitasking readers

- A must-have for editors, writers, bloggers, anyone who creates content in any medium

作者介绍:

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标签

用户

信息

web

评论

这本书相对interaction design那本书读起来专业性质强多了.让我有意外惊喜的就是书中第三章对于用户的细分.为什么书名叫做The elements of Internet style, 幸好我信手拈来, 差点错过。个人觉得此书作为用户研究也很有参考价值。我就

继续啃吧....

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书评

书中涉及的一些论据比较广泛和新颖。(对于用户分类等，Beyond G X;G'Y)
从用户特征研究出发，对web信息和目录的书写，组织和编辑进行分析，如何定义web style。谁是未来的用户，未来主要用户特征，为什么以及如何shape information，是一本比较有参考价值的书哈。 章节简短精...

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