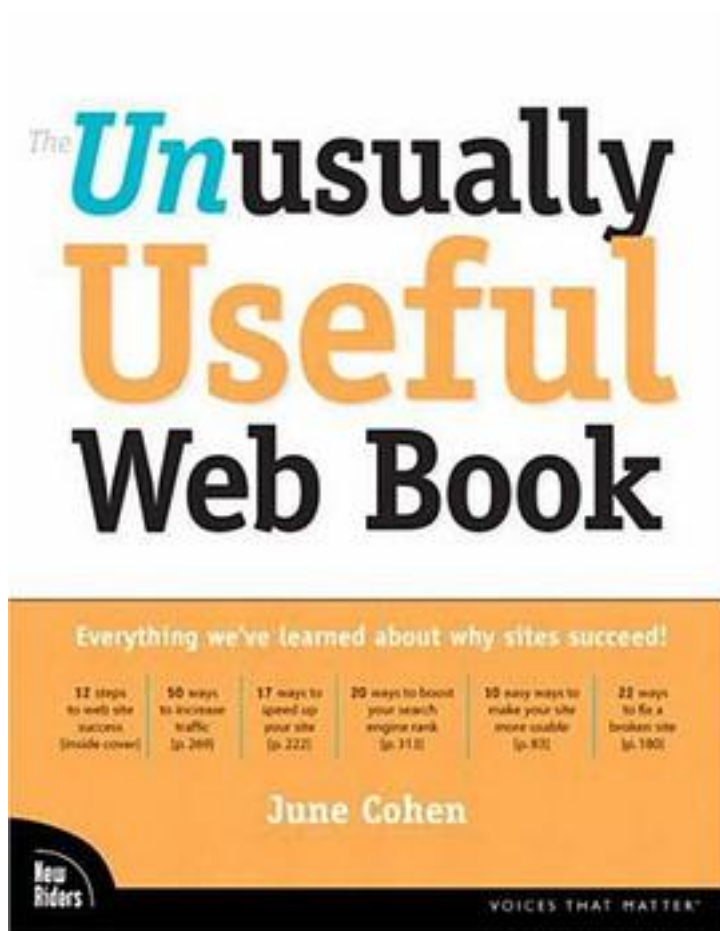# The Unusually Useful Web Book

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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 MSN.com and BabyCenter.com 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 BlackPlanet.com - 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 Office for www.guru.com), Randi Shade (founder of www.CharityGift. com), Emily Simas (former product manager for www.BabyCenter.com), Srinija Srinivasan (VP and Editor in Chief of Yahoo!), and Evany Thomas (managing editor for Webmonkey). *Jargon-free explanations. Step-by-step instructions-covering everything from acquiring a domain name to preparing images for the web-are written in language you can understand. But don't just take our word for it. Read what others are saying about The Unusually Useful Web Book: "This book definitely stands out. Most books of this nature are stuffed with irrelevant and non-substantive information that only add confusion to an already complex process. This book delivers an overwhelming amount of information but presents it in a way that is both approachable and useful. There was a lot of information that I could immediately apply to current projects." Garo Green, Director of Publications, lynda.com "The coverage is practical and comprehensive. I'm not aware of other titles that take this comprehensive approach to web building, addressing the entire life cycle of web design and development as well as the roles required in each phase." Laura McCabe, co-author of Special Edition Using Flash MX "Anyone that has a passion for web design, both novices and professionals, will enjoy this book. For the novice, it's an eye opener and the reader will probably be compelled to soak in all the material, cover to cover. For the professional, it's a strong reinforcement of things we often overlook and a great reference tool. I'm a professional and found it to be an up-to-date and refreshing read, and I plan on using it as a required textbook in the classroom for my students! They will truly benefit from this book and refer to it over and over again!" Rosanna Yeung, Multimedia & Web Design Instructor, The Art Institute of California

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