Webplicity 2.0

WEBPLICITY 2.0

The Critical Guide to
Successful Web Strategies

Seeing the Core

nv Bill Young
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With Dave Dixon and
Michael Sevilla

XploreNet

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出版者:IUniverse

出版时间:2008-11-26

装帧:Paperback

isbn:9780595532896

"Webplicity" and is a great a resource for those in the process of or thinking about implementing a new web site or web based tool. Author Bill Young brings real world experience guiding clients through the difficult process of launching a well-designed web presence. In "non-techno" talk, Young details the entire process from idea inception to completion. The modules are straightforward. "Webplicity 2.0" will become your new favorite reference tool for your next project. "Webplicity 2.0" helps you to: Develop real goals Confirm the scope of work Put the right team members together at the right time Create a project blueprint Develop new online marketing tools that match business objectives Understand new social media tools Complete projects on time and on budget "Webplicity 2.0: The Critical Guide to Successful Web Strategies" is a useful resource for Executives leading large firms, small business owners, or start ups attempting to get it right the first time. Young was honored by the Denver Business Journal as a winner of the "Forty Under 40" award in 2000 and co-authored the book, "Brick and Mortar, Click and Order - The Encyclopedia of Retail and Ecommerce,"

作者介绍:

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