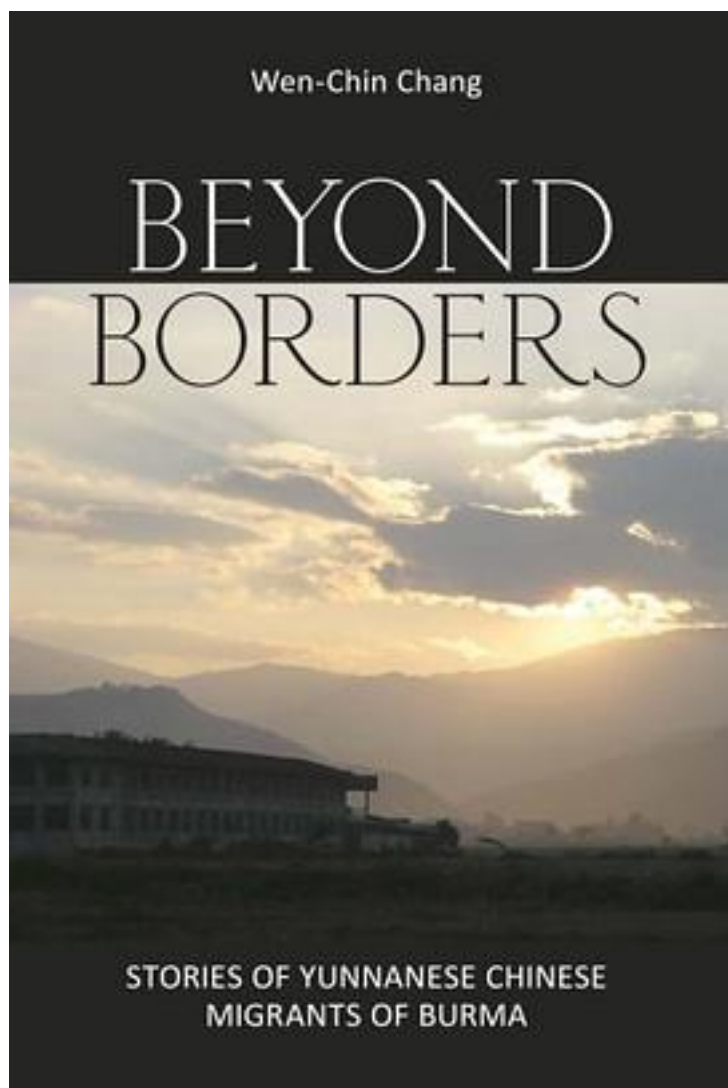# Beyond Borders

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Most executives know they want to reach a global market but have no idea what obstacles they face. The web globalization process is complex, constantly evolving, and the languages themselves can be highly intimidating. This book will provide the reader with the understanding and "best practices" necessary to successfully manage a web globalization strategy. Crammed with useful facts, tips, and ideas, this book will offer step-by-step advance on every aspect of web development, both technical and non-technical. Offers practical, in-depth information on such hard-to-research topics as online revenue models, online marketing options, site traffic analyses, usability testing, community building, legal issues, cost projections, and project management.

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