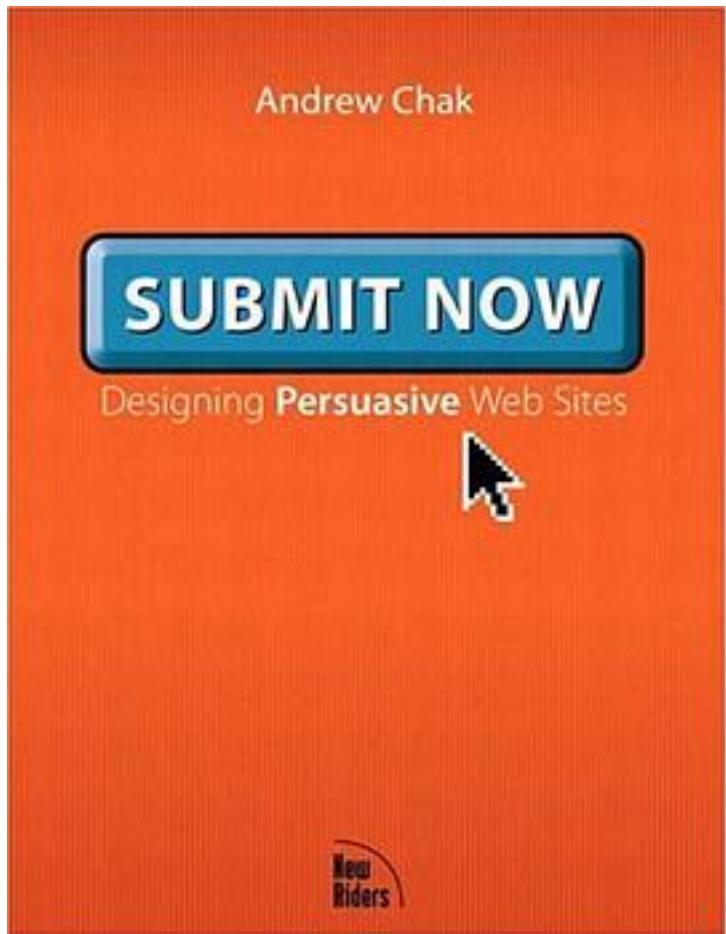


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著者:Andrew Chak

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This book focuses on changing the mindset from selling to customers to helping them buy. It begins by exploring how customers make decisions and how that integrates with the online experience. It presents tangible design ideas that can be instantly

applied to sites to make them more effective. Real examples are used to provide insight and inspiration that can be directly applied to a multitude of sites. The book provides a simplified description of the essential process necessary for designing a site that gets visitors to click. It concludes with guidelines to for designing any transaction-oriented site.

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