



# The Real Business of Web Design

*John Waters*

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## **The Real Business of Web Design** John Waters

Written by a veteran Web designer, *The Real Business of Web Design* goes beyond the usual philosophy of simply creating a better customer experience online. Instead, it provides an array of visual design practices and tested business principles for clarifying and simplifying the Web development process and making a Website more customer friendly. Filled with anecdotes from the author's own experiences in the web design trenches, this guide shows readers how to use the Web in crucial ways to streamline communications, speed up transactions, boost profits, and much more. Anyone who wants to use the Internet as a valuable business tool should not be without this visionary resource! • Author is a well-known and highly respected designer • Combines visual design insights and proven business practices at a reasonable price

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