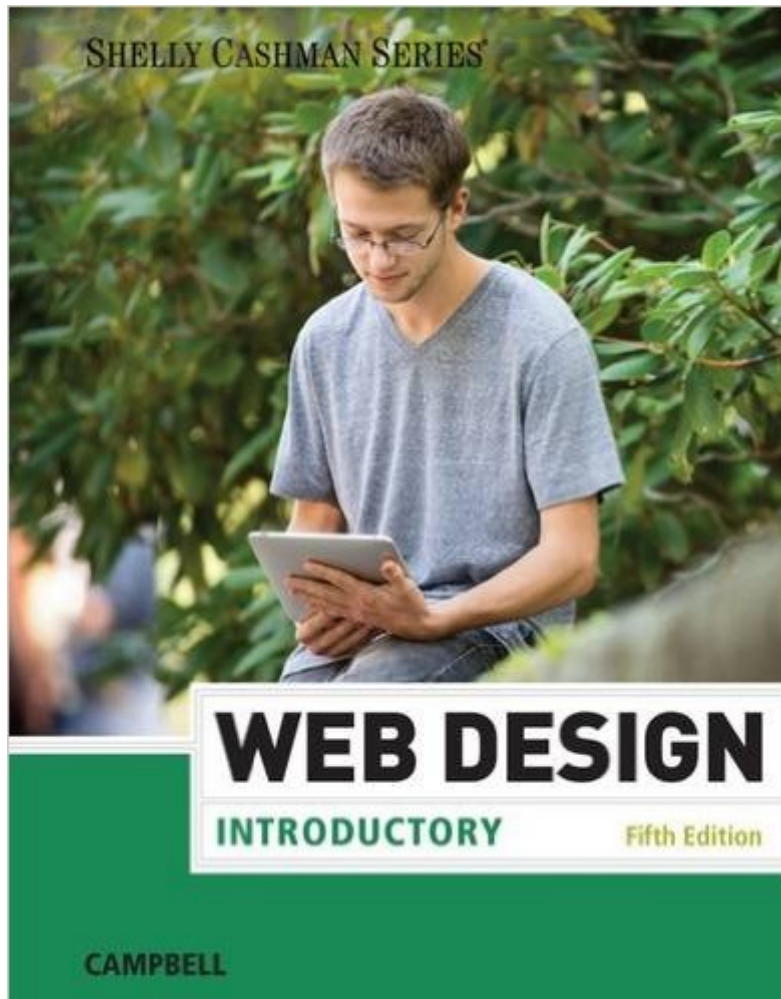


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# Web Design: Introductory (Shelly Cashman Series)



## Synopsis

WEB DESIGN: INTRODUCTORY, 5th Edition explains the connection between a detailed design plan that considers audience expectations, sound design principles and various technical considerations to create successful Web sites.

## Book Information

Series: Shelly Cashman

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Average Customer Review: 3.0 out of 5 stars [See all reviews](#) (5 customer reviews)

Best Sellers Rank: #51,493 in Books (See Top 100 in Books) #67 in [Books > Computers & Technology > Web Development & Design > Web Design](#) #675 in [Books > Textbooks > Computer Science](#) #14601 in [Books > Reference](#)

## Customer Reviews

\$126 at my college book store for this piece of crap. I skimmed this book, and it's about 200 pages, and I'm still asking myself where is the content. Just knock me over the head and take my wallet next time. I understand "Education" is big business, but I'd asked that each and every individual College Textbook Editor, College Textbook Author, and College Textbook Publisher, and especially each and every individual College Professor/Administrator who chooses and assigns these minimum content extremely overpriced books, to look in the mirror and ask "When exactly did I sell my soul?"

Another good example of a broken textbook publishing industry. I bought it used for \$80, still overpriced. The information isn't questionable for an introduction, there just isn't much of it. And the sidebar tips are too often, "Do an online search for . . . ." Then why even buy the book or assign it to students? ALL the information in this book could be found online for free! What a joke. If you have to acquire this text for class, rent or buy used; you won't want to keep it.

I had to buy this book for a class. I keep this book for consulting. I take it with me to client meetings, and it has been a huge help in showing them what I need from them and walking us through step by step. It seems silly - but it has really helped me educate my clients, and that makes my job easier.

Clumsily written and too expensive, but it does teach the material.

Fast delivery

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