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Lulu Press, United Kingdom, 2007. Paperback. Book Condition: New. 224 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****. There are thousands of books which try to turn you into a web developer. This is not one of them! Most business operators couldn t care less about browser compliance, XHTML, and cascading stylesheets. They don t want to become web developers: they re too busy getting on with business. How To Build A Website And Stay Sane is a plain-talking survival guide for business operators who want to find a good developer and not get ripped off. It explains the strategies behind many highly successful websites. It shows you how to find a good developer; balance short versus long term costs; streamline site maintenance; and make informed decisions when creating or redesigning your site. Jonathan Oxer has been instrumental in the development of hundreds of websites and in this book he speaks from over a decade of experience, guiding you through the process used to develop some of the most successful sites on the Internet. This book will save you time and money - and help make your online venture a success.



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