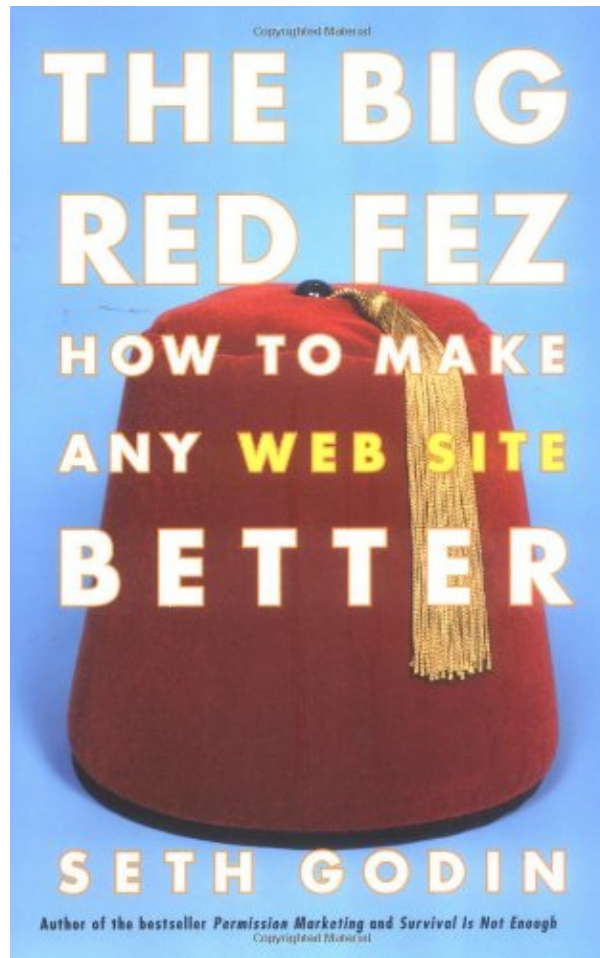
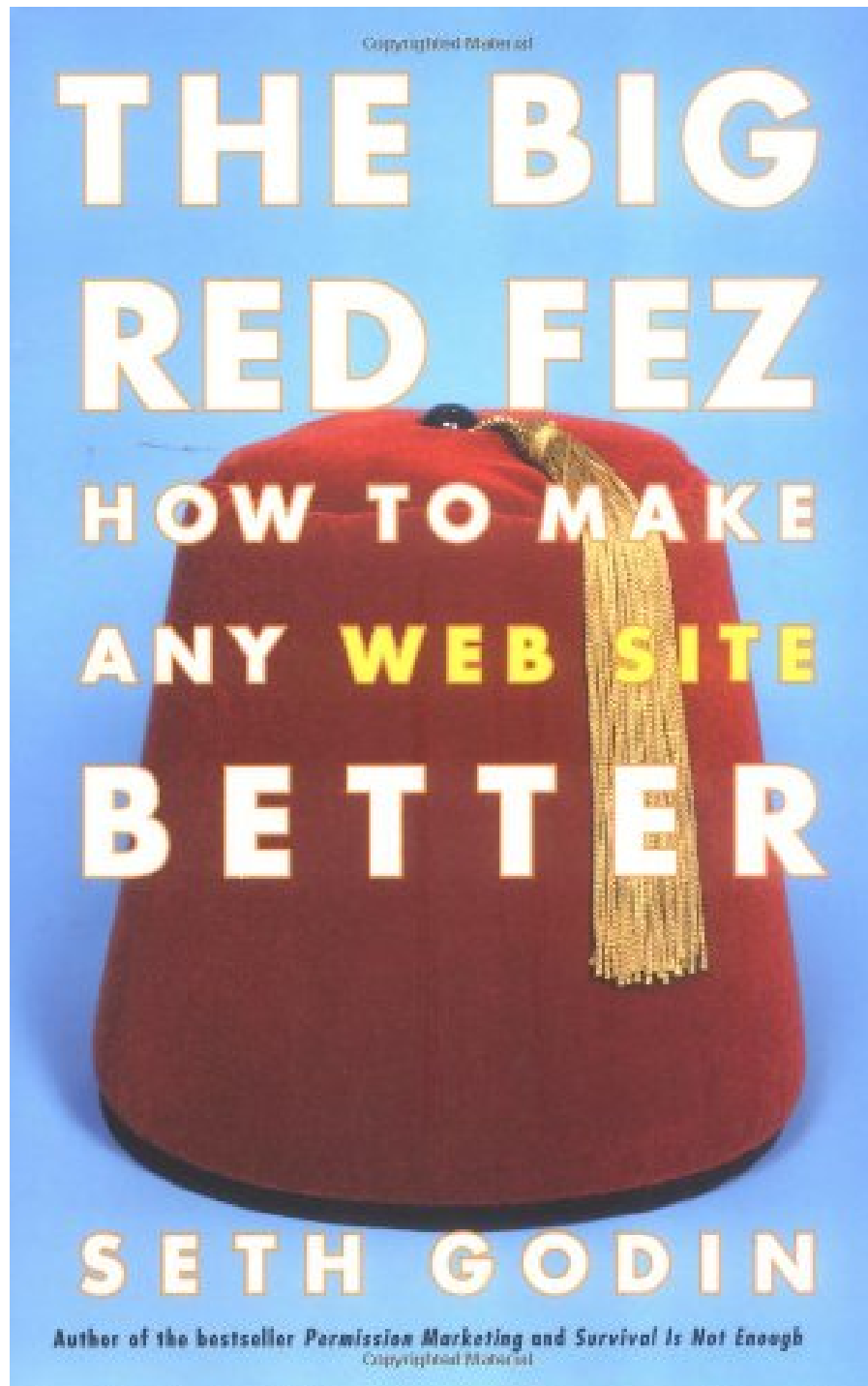


THE BIG RED FEZ: HOW TO MAKE ANY WEB SITE BETTER BY SETH GODIN



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From Publishers Weekly

For those trying to make their Web sites profitable in the lean years, Internet marketing sage Seth Godin, author of *Unleashing the Ideavirus*, has written a practical guide to making sites more attractive to browsers. **The Big Red Fez: How to Make Any Web Site Better** offers simple but frequently overlooked design tips (avoid inefficient pull-down menus, don't ask for the same information twice) that will keep impatient users from ditching your site before they buy whatever it is you're selling. Godin's primary mantra is to limit information on each page and offer clear incentives for clicking to the next screen. Each of his concise points is illustrated with an image from an actual Web site, making the book itself a model of simplicity that will be appreciated by busy entrepreneurs and Web designers.

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From Booklist

While the average computer book is as thick as the unabridged telephone directory to China, Godin's new Web marketing manual is so slender you'll actually want to read it. Geared primarily toward those designing, building, or owning retail Web sites, the text encourages us to picture the would-be shopper as a monkey (wearing a red fez) whose attention will wander if he can't instantly find a "banana": a simple objective on each page that leads to a reward. (The author insists the comparison is not demeaning, saying we're all monkeys once in a while.) Though he may be part of the insidious gang that seeks the best way to part us from our hard-earned cash, he is also a de facto consumer advocate; it turns out that what we find most annoying in the online world--Flash sites, crappy search engines, Spam--are the very things that cut into revenue. Imagine! After this brisk and humorous read, even a monkey would agree that this is how business ought to be done. Keir Graff

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Review

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THE BIG RED FEZ: HOW TO MAKE ANY WEB SITE BETTER BY SETH GODIN PDF

Everyone who surfs the web knows that some sites are better than others. Now marketing guru Seth Godin identifies and illustrates the crucial guiding principles behind creating websites that satisfy visitors and keep them coming back for more. Once upon a time it was believed that web surfers had plenty of time, knew exactly what they wanted, and made considered decisions with each click. Before long, however marketers asserted that surfers were busy, ill-informed and impatient. Data would later reveal that the marketers were right. Thus, according to Seth Godin, anyone building a website should think of every visitor as a monkey - in a big red fez. Monkeys want to know one thing: Where's the banana? If the banana isn't easy to see and easy to get, the monkey is as good as gone. Expanding upon this premise, Godin uses real-life examples to explain why no website should try to be all things to all visitors, how and why the mantra 'customers first' applies to websites, why it's incredibly important to think proactively about serving online customers, and more. Packed with wisdom and practical applications, THE BIG RED FEZ is an essential tool for anyone involved in the web.

- Sales Rank: #7902713 in Books
- Published on: 2002-03-04
- Original language: English
- Number of items: 1
- Dimensions: 8.43" h x .31" w x 5.51" l, 1.10 pounds
- Binding: Paperback
- 324 pages

From Publishers Weekly

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Most helpful customer reviews

1 of 1 people found the following review helpful.

Is your web site turning away customers? FInd out!

By Eric B. Henning

This is a book for business owners, decision makers, people who hire Web designers, Web designers and people who think they're Web designers. The Web is full of sites that are beautifully coded, full of glorious graphics, very flash-y, and are impossible to use. Find out if your Web site is scaring away customers, supporters, donors and others you want to attract. Seth Godin, former marketing director at Yahoo.com, tells you in plain English how to avoid the most common - and some not-so-common - Web design mistakes and build Web sites that work for you and your customers. Read this book today!

3 of 4 people found the following review helpful.

Everything Old is New Again

By Jonathan Marks

I've enjoyed the previous books about Permission Marketing. I also see parallel's with works by Douglas Rushkoff from a few years back. Godin uses the new Adobe format to examine several websites and put critical comments side by side. He reminds us that content drives form and not vice-versa. A bargain booklet at 3 bucks and the proceeds go to a good cause. The e-book format is fascinating. I experimented with the e-book from Rocket and found it great. But then Rocket were taken over and my library was not transferable! At the moment, e-books are going through a bit of a device crisis. And you don't lend out a e-reader as you might do with a book. e-books are not for bedtime reading, a paperback is still the best medium.

3 of 3 people found the following review helpful.

True to Seth's style

By SR MATHEW

As Seth Godin says - there's probably more detailed and less simplistic books around which cover the topic of web design and development - and I have read them too. But this one captures the essence of the REAL needs of a web customer in a simple easy to digest format. I would recommend the book for anyone building the first (or even 10th) website. And perhaps I'd even give it to my customers who frequently ask us to build crazy ideas into their websites.

Steve Mathew - Managing Director, Fireworkx.com (designer and developer of websites and web systems)

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