The Big Red Fez: How To Make Any Web Site Better

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YOUR WEB SITE IS COSTING YOU MONEY. IT'S ALSO FILLED WITH SIMPLE MISTAKES THAT TURN OFF VISITORS BEFORE THEY HAVE A CHANCE TO BECOME CUSTOMERS.
According to marketing guru Seth Godin, a web site visitor is a lot like a monkey looking for one thing: a banana. If that banana isn't easy to see and easy to get, your visitor is gone with a quick click on the "Back" button.
In this supremely practical, cut-to-the-chase book, Godin identifies what it takes to create web sites that satisfy visitors and keep them coming back for more. And he's at his prickly stickler best using real-life examples to illustrate the essential truths and ridiculous fictions about how a web site should work. Packed with his inimitable wisdom and compelling hands-on applications, *The Big Red Fez* is a must-have tool for anyone working on the web.

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