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Guide, Third Edition is updated to include: extensive information on Internet marketing new examples illustrating the process a complete sample marketing plan end of chapter worksheets providing step-by-step instructions Internet data sources This is the definitive book for marketing professionals who want to use a "hands on" approach for learning the planning process. It will guide anyone through the steps of preparing an effective marketing plan. For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce. InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects. Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that enthusiasts crave. Maximum PC is the magazine that every computer fanatic, PC gamer or content creator must read. Each and every issue is packed with punishing product reviews, insightful and innovative how-to stories and the illuminating technical articles that enthusiasts crave. NT as an Operating System Microsoft developed Windows NT as an alternative to Unix. The company sees it as a part of its overall Enterprise Computing plan. It scales up from basic 486 systems to high-end RISC systems from companies like Digital, NEC, and PC vendors offering PowerPC systems for NT. The basic operating system consists of a user interface shell (similar in appearance to Windows 3.1 for NT 3.1 to 3.5, and changing to look and feel more like Windows 95 for NT 4.0) designed to run 32-bit programs. This makes it ideal for the multi media nature of Web browsers, and for the heavy-duty requirements of a Web server. There are a number of elements in the OS that are special to NT. These include the control panels and administrative support tools relating to NT's services and support mechanisms. TCP/IP is included for Internet access through traditional networks. You can also connect from Windows NT Workstation via MS Remote Access to any Internet Access Providers supporting PPP. Basic requirements

for Windows NT Workstation are a 486 system with at least 8 MB of RAM, although 16 MB is recommended. The client software needed to connect to a corporate server is included, as is the Remote Access software mentioned earlier.

1. Introduction

FIGURE 1.1. NT4.0 operating system.

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their design and consulting experience, authors JoAnn Hackos and Dawn Stevens demonstrate how to judge what will work for your users, how to translate users' needs into a set of clear specifications, and how to implement these specifications. Using examples of good design, they provide expert advice and guidance on:

- * Giving customers and employees the online information they need to do their jobs
- * How to organize online information so your users can easily navigate through it
- * Dealing with the special design requirements of the Web, intranets, and online help systems
- * What graphics users really need and where sound and video fit in
- * The issues involved with accessibility and navigation—multimedia, maps, indexes, hypertext, and more

On the accompanying CD, you'll find a winhelp file of the book designed according to the principles taught in the book. Whether you are a webmaster, user-interface designer, content creator, or technical writer, with Standards for Online Communication you'll experience firsthand what makes online information work and why. Visit our Web site at: <http://www.wiley.com/compbooks/>

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