

Crutchfield Car Stereo Installation Guide

Popular Mechanics inspires, instructs and influences readers to help them master the modern world. Whether it's practical DIY home-improvement tips, gadgets and digital technology, information on the newest cars or the latest breakthroughs in science -- PM is the ultimate guide to our high-tech lifestyle.

Usability is not enough. This book shows what it takes to design a site so browsers become buyers: the ultimate measurement of success for an e-commerce site. *Designing Persuasive Web Sites: Submit Now* examines how customers search, evaluate, and make decisions realistically-not using marketing guesstimates. This book focuses on changing the mindset from selling to customers to helping them buy. It begins by exploring how customers make decisions and how that integrates with the online experience. It presents tangible design ideas that can be instantly applied to sites to make them more effective. Real examples are used to provide insight and inspiration that can be directly applied to a multitude of sites. The book provides a simplified description of the essential process necessary for designing a site that gets visitors to click. It concludes with guidelines to for designing any transaction-oriented site.

Written by a Web marketing expert, "Cashing In with Content" interviews 20 of today's most innovative Web marketers and shares their secrets for using content to turn browsers into buyers. It also shows how to encourage repeat business and reveals how to unleash the amazing power of viral marketing.

Today's mail-order catalogs offer everything from baby apparel to windows--often at highly competitive prices. This comprehensive guide includes names, addresses, and phone numbers of many mail-order companies, plus accepted credit cards, and availability of brochures, catalogs, and/or price lists.

Popular Science gives our readers the information and tools to improve their technology and their world. The core belief that Popular Science and our readers share: The future is going to be better, and science and technology are the driving forces that will help make it better.

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