



# Designing with Web Standards (3rd Edition)

*Jeffrey Zeldman, Ethan Marcotte*

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## **Designing with Web Standards (3rd Edition)** Jeffrey Zeldman, Ethan Marcotte

Best-selling author, designer, and web standards evangelist Jeffrey Zeldman has revisited his classic, industry-shaking guidebook. Updated in collaboration with co-author Ethan Marcotte, this third edition covers improvements and challenges in the changing environment of standards-based design.

Written in the same engaging and witty style, making even the most complex information easy to digest, *Designing with Web Standards* remains your essential guide to creating sites that load faster, reach more users, and cost less to design and maintain.

- Substantially revised—packed with new ideas
- How will HTML5, CSS3, and web fonts change your work?
- Learn new strategies for selling standards
- Change what “IE6 support” means

“Occasionally (very occasionally) you come across an author who makes you think, ‘This guy is smart! And he makes me feel smarter, because now I finally understand this concept.’” — Steve Krug, author of *Don’t Make Me Think* and *Rocket Surgery Made Easy*

“A web designer without a copy of *Designing with Web Standards* is like a carpenter without a level. With this third edition, Zeldman continues to be the voice of clarity; explaining the complex in plain English for the rest of us.” — Dan Cederholm, author, *Bulletproof Web Design* and *Handcrafted CSS*

“Jeffrey Zeldman sits somewhere between ‘guru’ and ‘god’ in this industry—and manages to fold wisdom and wit into a tale about WHAT web standards are, HOW standards-based coding works, and WHY we should care.” — Kelly Goto, author, *Web ReDesign 2.0: Workflow that Works*

“Some books are meant to be read. *Designing with Web Standards* is even more: intended to be highlighted, dogeared, bookmarked, shared, passed around, and evangelized, it goes beyond reading to revolution.” — Liz Danzico, Chair, MFA Interaction Design, School of Visual Arts

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