



Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems)

Ashley Friedlein

Download now

[Click here](#) if your download doesn't start automatically

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems)

Ashley Friedlein

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems)

Ashley Friedlein

Ashley Friedlein's first book, **Web Project Management: Delivering Successful Commercial Web Sites**, became a bestseller and an essential reference for Web professionals developing new sites. **Maintaining and Evolving Successful Commercial Web Sites** addresses the realities of successful sites today, namely the notion that maintaining and evolving a site is actually a bigger commitment than launching it. Management wants to maximize returns and obtain reliable performance data, customers demand better service and insist on sites that are more advanced yet easier to use, and the Web site must increasingly be integrated with the entire business even as the amount of information it handles continues to grow.

Maintaining and Evolving Successful Commercial Web Sites focuses more on process, reality, and pragmatism and less on strategic theory. It provides the reader with the knowledge, tools, approaches, and processes to manage key site maintenance and evolution projects, providing answers to the following questions:

- *How can I better manage changes and updates to the Web site?
- *How can I scale up to allow more contributions to the site and more content and still maintain quality and control?
- *What is content management and how do I go about it?
- *How do I go about personalization or community building?
- *What is Customer Relationship Management (CRM) and how do I actually do it online?
- *How do I measure and report on how well the site is doing?
- *How do I avoid information overload?
- *How do I maximize the value the site creates?

The book includes case studies to demonstrate candidly how the issues discussed in the book translate into reality.

- *Case studies show candidly how the issues discussed translate into reality.
- *Describes content management & Customer Relationship Management (CRM) how to go about implementing them.
- *Teaches how to measure & report on how well the site is doing, how to avoid information overload, & how to maximize the value the site creates.

 [Download Maintaining and Evolving Successful Commercial Web ...pdf](#)

 [Read Online Maintaining and Evolving Successful Commercial W ...pdf](#)

Download and Read Free Online Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) Ashley Friedlein

From reader reviews:

Deborah Lake:

Reading a book can be one of a lot of activity that everyone in the world enjoys. Do you like reading book so. There are a lot of reasons why people enjoy it. First reading a guide will give you a lot of new information. When you read a book you will get new information due to the fact book is one of numerous ways to share the information or maybe their idea. Second, reading through a book will make anyone more imaginative. When you reading a book especially fiction book the author will bring that you imagine the story how the figures do it anything. Third, you could share your knowledge to some others. When you read this Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems), you may tells your family, friends and soon about yours reserve. Your knowledge can inspire the mediocre, make them reading a guide.

Donald Wexler:

Reading a publication tends to be new life style on this era globalization. With reading through you can get a lot of information which will give you benefit in your life. Along with book everyone in this world can certainly share their idea. Guides can also inspire a lot of people. Many author can inspire their very own reader with their story or even their experience. Not only the storyplot that share in the publications. But also they write about the knowledge about something that you need illustration. How to get the good score toefl, or how to teach your kids, there are many kinds of book which exist now. The authors on this planet always try to improve their expertise in writing, they also doing some research before they write with their book. One of them is this Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems).

Nancy Williams:

Do you have something that that suits you such as book? The guide lovers usually prefer to decide on book like comic, brief story and the biggest one is novel. Now, why not trying Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) that give your satisfaction preference will be satisfied by reading this book. Reading addiction all over the world can be said as the opportunity for people to know world better then how they react toward the world. It can't be said constantly that reading behavior only for the geeky individual but for all of you who wants to become success person. So , for all you who want to start studying as your good habit, you are able to pick Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) become your current starter.

Sandra Brown:

What is your hobby? Have you heard this question when you got learners? We believe that that question was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. And also you know that little person including reading or as studying become their hobby. You must know that reading is very important along with book as to be the thing. Book is important thing to include you knowledge, except your current teacher or lecturer. You will find good news or update about something by book. Many kinds of books that can you take to be your object. One of them are these claims Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems).

**Download and Read Online Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) Ashley Friedlein
#BX1NTC2ZYRJ**

Read Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein for online ebook

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein books to read online.

Online Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein ebook PDF download

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein Doc

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein Mobipocket

Maintaining and Evolving Successful Commercial Web Sites: Managing Change, Content, Customer Relationships, and Site Measurement (The Morgan Kaufmann Series in Data Management Systems) by Ashley Friedlein EPub