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Patrick J. Lynch, Yale University, and Sarah Horton, Dartmouth College.

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Patrick J. Lynch,
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Sarah Horton, user

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Yale experience strategy lead for the Paciello Group. (Yale University Press) As Web designers move from building sites from scratch to using content management and aggregation tools, the focus of this newly revised edition of “Web Style Guide” shifts away from code samples and toward

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Yale best practices,
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In January 2016 Yale
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edition of the best-
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with user experience and accessibility expert Sarah Horton, User Experience Strategy Lead at the Paciello Group. With over 225,000 copies of previous editions in print the Web Style Guide is one of Yale University Press's best-selling books, and the Guide has been translated into

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Yolo overview of the myriad moving parts of a web project and does an excellent job demonstrating how they fit together; it's a must-read for anyone involved in building for the web." —Aaron Gustafson, author of Adaptive Web Design

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In addition to all those who contributed to the first three editions of Web Style Guide and whom we acknowledge in our earlier prefaces, we thank Jean Thomson Black, Samantha Ostrowski, and Dan Heaton at Yale University Press for their hard work and guidance in producing

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this fourth edition. We are particularly grateful to Ethan Marcotte for his foreword to this edition, and to Peter Morville and Louis Rosenfeld for their forewords to earlier editions of the guide.

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