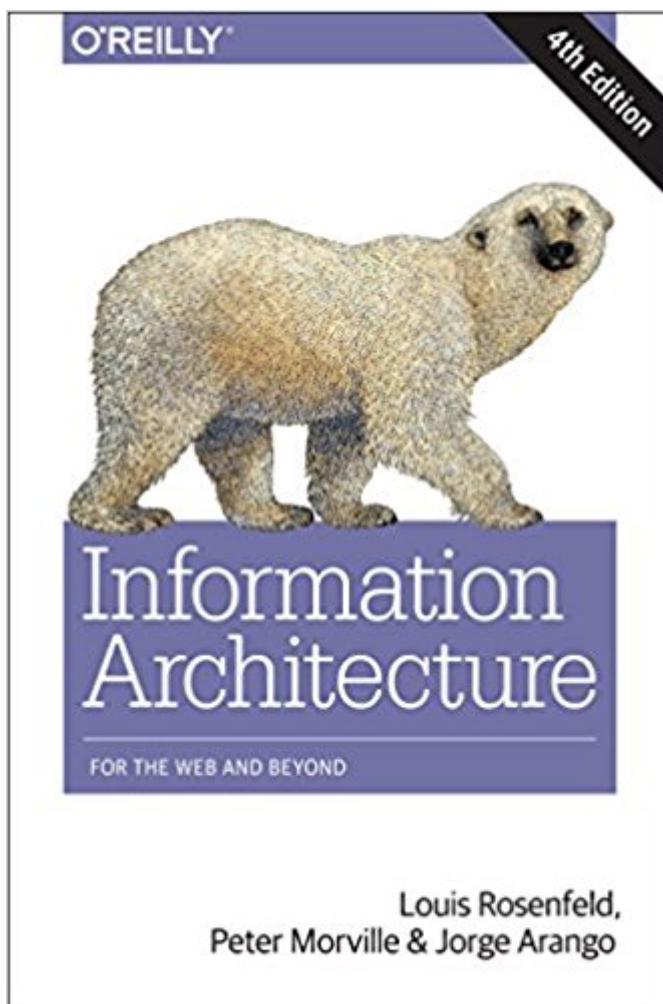## The book was found

Information Architecture: For The Web And Beyond

Synopsis

Information architecture (IA) is far more challengingâ "and necessaryâ "than ever. With the glut of information available today, anything your organization wants to share should be easy to find, navigate, and understand. But the experience you provide has to be familiar and coherent across multiple interaction channels, from the Web to smartphones, smartwatches, and beyond.To guide you through this broad ecosystem, this popular guideâ "now in its fourth editionâ "provides essential concepts, methods, and techniques for digital design that have withstood the test of time. UX designers, product managers, developers, and anyone involved in digital design will learn how to create semantic structures that will help people engage with your message.This book includes:An overview of IA and the problems it solves for creating effective digital products and servicesA deep dive into IA components, including organization, labeling, navigation, search, and metadataProcesses and methods that take you from research to strategy, design, and IA implementation

Book Information

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Customer Reviews

Audience for This Book   Who do we hope to reach with this fourth edition of the polar bear book? Because we assume that any interactive product contains information, this book is for anyone whoÃ¢Â Â™s responsible for defining how interactive products and services work: user experience designers, product managers, developers, and more. The job titles donÃ¢Â Â™t really matter; what matters is that your work results in products and services that are interactive, information dense,

and used by at least one person besides yourself. Previous editions of the book delved into the subject of information architecture as a career path. We have eschewed these discussions in the fourth edition in favor of treating information architecture as an area of practice. You do not need to have the words Ã¢Â Âœinformation architectÃ¢Â Â• on your business card in order to benefit from the ideas in this book.

Organization of This Book   This book is divided into 3 parts and 13 chapters, progressing from abstract fundamental concepts to processes, tools, and techniques you can use to put them into practice. It breaks down as follows.   Part I, Ã¢Â ÂœIntroducing Information Architecture,Ã¢Â Â• provides an overview of information architecture for those new to the field and experienced practitioners alike.   Part I, Ã¢Â ÂœIntroducing Information Architecture,Ã¢Â Â• provides an overview of information architecture for those new to the field and experienced practitioners alike. Part III, Ã¢Â ÂœGetting Information Architecture Done,Ã¢Â Â• covers the conceptual tools, techniques, and methods to take you from research to strategy and design to implementation of an information architecture.

Lou Rosenfeld is an independent information architecture consultant. He has been instrumental in helping establish the field of information architecture, and in articulating the role and value of librarianship within the field. Lou played a leading role in organizing and programming the first three information architecture conferences (both ASIS&T Summits and IA 2000). He also presents and moderates at such venues as CHI, COMDEX, Intranets, and the web design conferences produced by Miller Freeman, C|net and Thunder Lizard. He teaches tutorials as part of the Nielsen Norman Group User Experience Conference.Peter Morville is president of Semantic Studios, an information architecture, user experience, and findability consultancy. Since 1994, he has advised such clients as AT&T, Harvard, IBM, the Library of Congress, Microsoft, the National Cancer Institute, Vodafone, and the Weather Channel. Peter is best known as a founding father of information architecture, having co-authored the field's best-selling book, Information Architecture for the World Wide Web. Peter has served on the faculty at the University of Michigan's School of Information and on the advisory board of the Information Architecture Institute. He delivers keynotes and seminars at international events, and his work has been featured in major publications including Business Week, The Economist, Fortune, and The Wall Street Journal. You can contact Peter Morville by email (morville@semanticstudios.com). You can also find him online at semanticstudios.com, findability.org, and searchpatterns.org.Jorge is an information architect with 20 years of experience

designing digital products and services. He is a partner in Futuredraft, a digital design consultancy based in Oakland, CA, and has served the global UX community as president and director of the Information Architecture Institute and as managing editor of Boxes and Arrows magazine.

This book is so easy to digest and understand, so much of my MLIS texts are dry and dense. I recommend this book for both amateurs and experts looking to solidify their skills in IA

Great primer on information architecture. The first few chapters will give you the foundation you need.

Pretty great book about information architecture. If you build websites and don't know what information architecture is, I'd recommend reading it.

It's a great textbook.

How to Make Sense of Any Mess: Information Architecture for EverybodyÂ is a better book for introduction to the topic of Information Architecture. Much more accessible. however, this one is great as a deeper text book for UX/IA practitioners.

This is a brilliantly reframed reinvention of a digital design classic. It catches the "polar bear" up with the way information architecture has matured to be not just about the web we see in browsers, but the whole world of digitally disrupted environments that need us to make sense of them across all channels and contexts. Yet it still gives practical everyday direction on organizing and planning for the web and everything the web has become since the first polar bear book came out 20 years ago. If you've never read this book, get it. And if you have read it in the past, get it anyway, because you're due for an update.

Came in perfect condition. This is a text for my graduate coursework.

Great book, much more than I spected

Accessing the Deep Web & Dark Web with Tor: How to Set Up Tor, Stay Anonymous Online, Avoid NSA Spying & Access the Deep Web & Dark Web Information Architecture: For the Web and

Beyond Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior: 4th Edition (Studies in Information) Looking for Information: A Survey of Research on Information Seeking, Needs, and Behavior (Studies in Information) inside: Architecture and Design: A guide to the practice of architecture (what they don't teach you in architecture school) Fundamentals Of Information Systems Security (Information Systems Security & Assurance) - Standalone book (Jones & Bartlett Learning Information Systems Security & Assurance) Web Diva Wisdom: How to Find, Hire, and Partner with the Right Web Designer for You Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web The Web as History: Using Web Archives to Understand the Past and the Present Learning Web Design: A Beginner's Guide to HTML, CSS, JavaScript, and Web Graphics Steve's Web Operation: Stay Safe Online & Lucy's Web: Omnibus Edition The Tangled Web: A Guide to Securing Modern Web Applications Secure Web Application Deployment using OWASP Standards: An expert way of Secure Web Application deployment Sociology: Web-Linked Dictionary (Collins Web-Linked Dictionary) Infinity: Beyond the Beyond the Beyond Database Systems: Design, Implementation, and Management (with Premium Web Site Printed Access Card) (Management Information Systems) Organizing Information: From the Shelf to the Web A Practical Guide to Graphics Reporting: Information Graphics for Print, Web & Broadcast Studying Dance With Web Resource: A Guide for Campus and Beyond AutoCAD Tutor for Engineering Graphics: 2013 and Beyond (with CAD Connect Web Site Printed Access Card) (Autodesk 2013 Now Available!)