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Poor design and a failure to consider the user often deter effective online communication. Designing Usable Electronic Text, Second Edition explores the human issues of information usage, emphasizing that usability is the main barrier to the electronic medium's campaign to gain mass acceptance. The book is a revision of the successful First Edition with a new emphasis on the Web and hypertext design and their impacts. With the emergence of new uses of information, such as e-commerce and telemedicine, text presentation will take on a new and greater importance. The focus on the design framework and its empirical approach make this a unique book.

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