Lovely Book, But Wheres The Beef?

Addressing issues involved in product development for a global market with a real world focus, this book covers major areas during the development cycle, provides insights into researching cultural differences, and also provides tools for Cultural Awareness Testing. CD-ROM includes examples and illustrations.

My Personal Review:
This book is extremely well produced and full of wonderful examples of what can befall designers who do not properly take international considerations seriously. It is worth consulting, but it does not provide much information on a culture-specific basis. It contains plenty of examples of what not to do, but few that show what to do. Overall I rank this over most other books on internationalization, but it falls short of the standard for real information that I would want. (The only text that really gives enough information in my opinion is Apples guide on internationalization, which gives very specific information on what to avoid for specific locales.)

For More 5 Star Customer Reviews and Lowest Price:
Global Interface Design by Tony Fernandes - 5 Star Customer Reviews and Lowest Price!