Installing via USB is much better/easier than via cd/dvd simply because it's not going to get scratched up, you can easily carry it around with you to loan to friends, etc..

Let's set up a couple things – our usb stick is currently on /dev/sdb (find this out by typing tail -f /var/log/syslog (or /var/log/messages) when plugging it in. The image we're going to write is xubuntu.iso.

From Linux command line:

```
1    sudo umount /dev/sdb
2    sudo dd if=/path/to/xubuntu.iso of=/dev/sdb bs=4M
```