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5. April 2013

Trenz Pruca
Title
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Dear Tom,

I would like to send you some information about my new book.

This e-book contains a selection of the best articles about professional Web design that have been published on Smashing Magazine in 2009 and 2010. The articles have been carefully edited and prepared for this PDF version; some screenshots and links were removed to make the book easier to read and print out.

This book presents guidelines for professional Web development, including communicating with clients, creating a road map to a successful portfolio, rules for professional networking and tips on designing user interfaces for business Web applications. The book shares expert advice for students and young Web designers, and it also helps you learn how to respond effectively to design criticism, use storytelling for a better user experience and apply color theory to your professional designs.

Sincerely yours,

Sebastian Alferts