



The Culturally Customized Web Site

By Nitish Singh, Arun Pereira

Download now

Read Online →

The Culturally Customized Web Site By Nitish Singh, Arun Pereira

In The Culturally Customized Web Site, Nitish Singh and Arun Pereira focus on cultural aspects of international website design, honing in on three objectives:

- * First, to present a review and survey results on standardization/localization issues on the web
- * Second, to present a scientifically tested framework to design culturally adapted international websites, and provide marketers and web designers with practical web localization tools
- * Third, to show readers the power and effectiveness of culturally customized websites

This is the first book to address the issue of website standardization, localization?or what the authors refer to as “cultural customization”. Little evidence has been accumulated to show whether international consumers prefer to browse and buy from standardized global websites or websites adapted to local cultures. The Culturally Customized Web Site provides insights into whether the web is a culturally neutral medium of communication or a medium impregnated with cultural values. Also presented is empirical evidence as to whether local consumers prefer standardized websites or websites adapted to their culture.

Visit www.theculturallycustomizedwebsite.com

↓ [Download The Culturally Customized Web Site ...pdf](#)

📄 [Read Online The Culturally Customized Web Site ...pdf](#)

The Culturally Customized Web Site

By Nitish Singh, Arun Pereira

The Culturally Customized Web Site By Nitish Singh, Arun Pereira

In The Culturally Customized Web Site, Nitish Singh and Arun Pereira focus on cultural aspects of international website design, honing in on three objectives:

- * First, to present a review and survey results on standardization/localization issues on the web
- * Second, to present a scientifically tested framework to design culturally adapted international websites, and provide marketers and web designers with practical web localization tools
- * Third, to show readers the power and effectiveness of culturally customized websites

This is the first book to address the issue of website standardization, localization?or what the authors refer to as “cultural customization”. Little evidence has been accumulated to show whether international consumers prefer to browse and buy from standardized global websites or websites adapted to local cultures. The Culturally Customized Web Site provides insights into whether the web is a culturally neutral medium of communication or a medium impregnated with cultural values. Also presented is empirical evidence as to whether local consumers prefer standardized websites or websites adapted to their culture.

Visit www.theculturallycustomizedwebsite.com

The Culturally Customized Web Site By Nitish Singh, Arun Pereira Bibliography

- Published on: 2016-01-29
- Original language: English
- Number of items: 1
- Dimensions: .0" h x .0" w x .0" l, .73 pounds
- Binding: Hardcover
- 176 pages

 [Download The Culturally Customized Web Site ...pdf](#)

 [Read Online The Culturally Customized Web Site ...pdf](#)

Editorial Review

Users Review

From reader reviews:

Alex Jose:

In this 21st millennium, people become competitive in every single way. By being competitive now, people have to do something to make them survive, being in the middle of typically the crowded place and notice by simply surrounding. One thing that at times many people have underestimated it for a while is reading. Yeah, by reading a reserve your ability to survive enhance then having chance to stand than other is high. To suit your needs who want to start reading any book, we give you this specific The Culturally Customized Web Site book as nice and daily reading e-book. Why, because this book is more than just a book.

Michelle Gilbert:

Information is provisions for those to get better life, information presently can get by anyone with everywhere. The information can be a information or any news even a problem. What people must be consider whenever those information which is inside former life are challenging to be find than now could be taking seriously which one is suitable to believe or which one the actual resource are convinced. If you have the unstable resource then you obtain it as your main information it will have huge disadvantage for you. All those possibilities will not happen inside you if you take The Culturally Customized Web Site as your daily resource information.

Rick Beard:

The book untitled The Culturally Customized Web Site contain a lot of information on that. The writer explains her idea with easy method. The language is very easy to understand all the people, so do not really worry, you can easy to read it. The book was authored by famous author. The author gives you in the new time of literary works. You can actually read this book because you can continue reading your smart phone, or product, so you can read the book within anywhere and anytime. If you want to buy the e-book, you can open their official web-site and also order it. Have a nice examine.

Robert Higby:

Don't be worry when you are afraid that this book will certainly filled the space in your house, you may have it in e-book approach, more simple and reachable. This particular The Culturally Customized Web Site can give you a lot of pals because by you considering this one book you have matter that they don't and make you more like an interesting person. This specific book can be one of a step for you to get success. This publication offer you information that maybe your friend doesn't understand, by knowing more than different make you to be great persons. So , why hesitate? We need to have The Culturally Customized Web Site.

**Download and Read Online The Culturally Customized Web Site
By Nitish Singh, Arun Pereira #GP01TZOWFAM**

Read The Culturally Customized Web Site By Nitish Singh, Arun Pereira for online ebook

The Culturally Customized Web Site By Nitish Singh, Arun Pereira Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Culturally Customized Web Site By Nitish Singh, Arun Pereira books to read online.

Online The Culturally Customized Web Site By Nitish Singh, Arun Pereira ebook PDF download

The Culturally Customized Web Site By Nitish Singh, Arun Pereira Doc

The Culturally Customized Web Site By Nitish Singh, Arun Pereira Mobipocket

The Culturally Customized Web Site By Nitish Singh, Arun Pereira EPub

GP01TZOWFAM: The Culturally Customized Web Site By Nitish Singh, Arun Pereira