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Garrett Author The Elements of User Experience It is easy to assume that current searching of the World Wide Web is the last word in finding and using information Peter Morville shows us that search engines are just the beginning Skillfully weaving together information science research with his own extensive experience he develops for the reader a feeling for the near future when information is truly findable all around us There are immense implications and Morville's lively and humorous writing brings them home Marcia J Bates Ph D University of California Los Angeles I've always known that Peter Morville was smart After reading Ambient Findability I now know he's as we say in Boston wicked smart This is a timely book that will have lasting effects on how we create our future Jared Spool Founding Principal User Interface Engineering In Ambient Findability Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere With tangible examples and lively writing he lays out the challenges and wonders of finding our way in cyberspace and explains the mutually dependent evolution of our changing world and selves This is a must read for everyone and a practical guide for designers Gary Marchionini Ph D University of North Carolina Find this book Anyone interested in making information easier to find or understanding how finding and being found is changing will find this thoroughly researched engagingly written literate insightful and very very cool book well worth their time Myriad examples from rich and varied domains and a valuable idea on nearly every page Fun to read too Joseph Janes Ph D Founder Internet Public Library **ARC User** ,2006

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