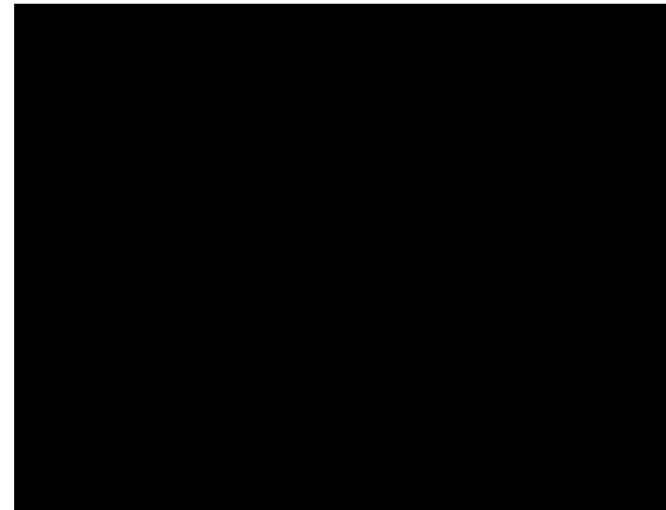


The Web Dogma – 10 years later

Trancendental?
Time-tested?
Tarnished?
Trash?

Eric Reiss
SECR 2017
20 October 2017
St. Petersburg, Russia



PLAYER'S CIGARETTES



GEORGE BRYAN BRUMMELL













The Hives - Sweden

But fashions change...



“Links should be blue and underlined”



“Flash is 98% bad”



“Text should be no more than 10 lines”

**Do design rules
stifle creativity?**

You tell me....





My questions back in 2003:

**Is fashion avoidable in a
design philosophy?**

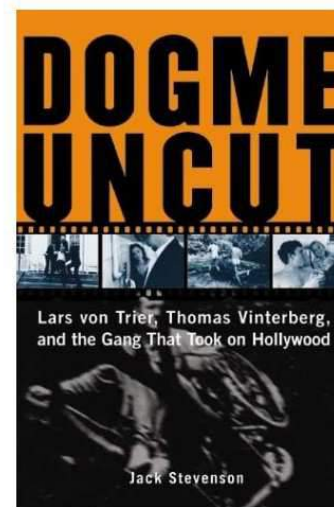
**Does technology always
drive design?**



The Vow of Chastity

"I swear to submit to the following set of rules drawn up and confirmed by DOGME 95:

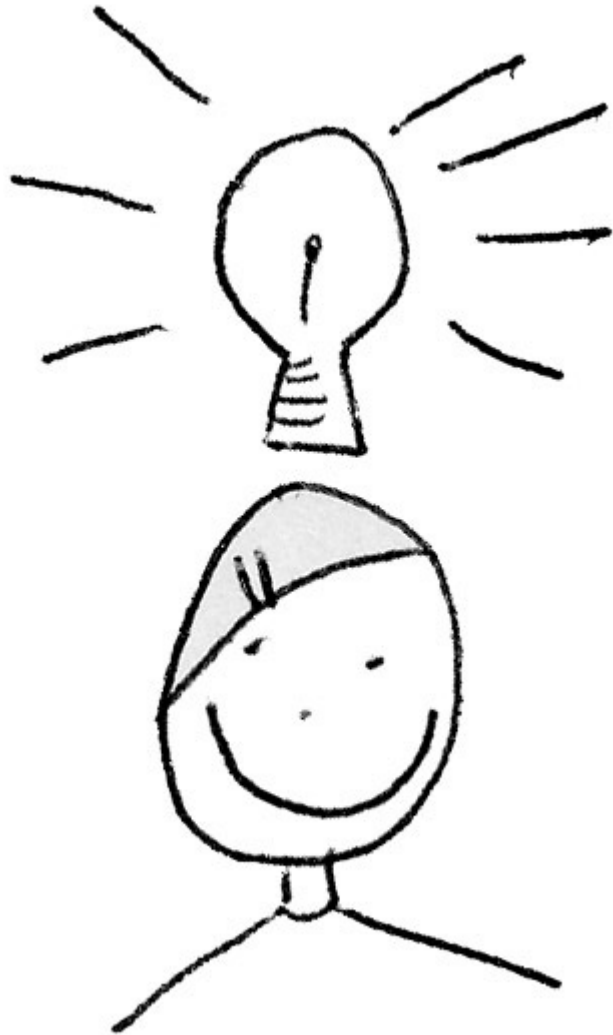
1. Shooting must be done on location. Props and sets must not be brought in (if a particular prop is necessary for the story, a location must be chosen where this prop is to be found).
2. The sound must never be produced apart from the images or vice versa. (Music must not be used unless it occurs where the scene is being shot).
3. The camera must be hand-held. Any movement or immobility attainable in the hand is permitted. (The film must not take place where the camera is standing; shooting must take place where the film takes place).
4. The film must be in colour. Special lighting is not acceptable. (If there is too little light for exposure the scene must be cut or a single lamp be attached to the camera).
5. Optical work and filters are forbidden.
6. The film must not contain superficial action. (Murders, weapons, etc. must not occur.)
7. Temporal and geographical alienation are forbidden. (That is to say that the film takes place here and now.)
8. Genre movies are not acceptable.
9. The film format must be Academy 35 mm.
10. The director must not be credited.



dog·ma

noun

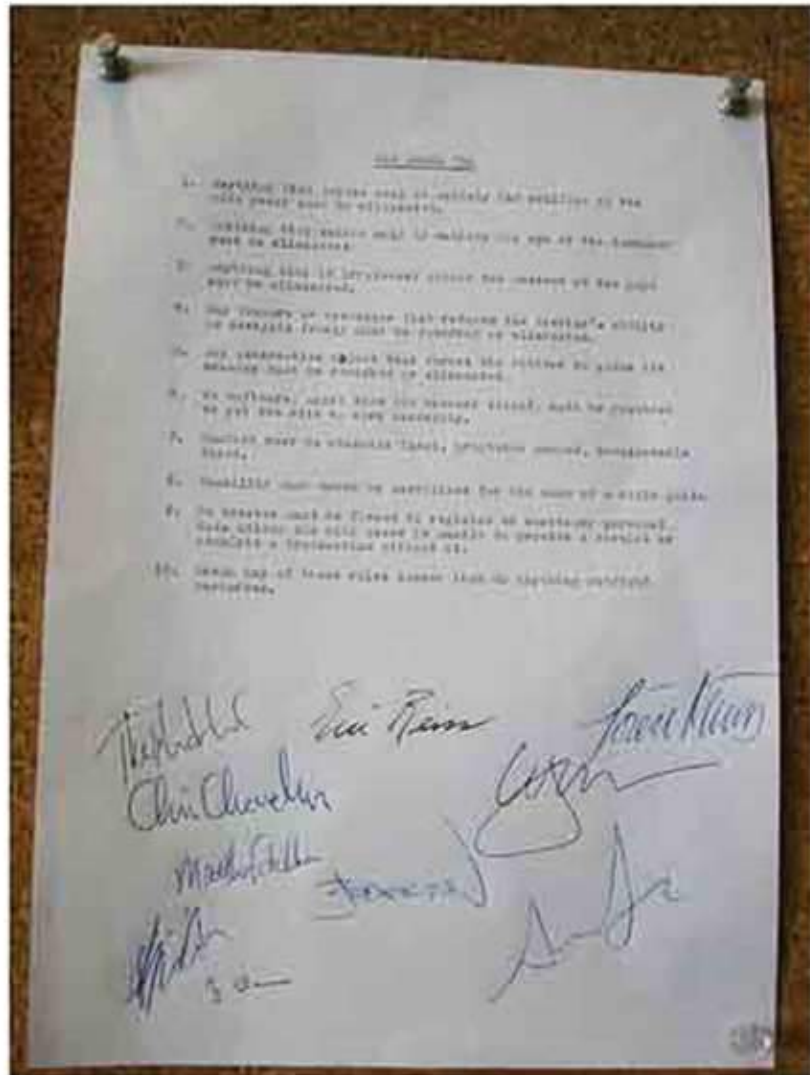
1 : a tenent or code of tenents



My concept

**Create a set of best practices
that transcend both
technology and fashion**

Web Dogma signed



Uploaded on March 27, 2006 by [bobulate](#)

bobulate's photostream



Tags

- issummit2006
- issummit06
- vancouver

Additional Information

- All rights reserved
- Anyone can see this photo

- Taken in [Vancouver, British Columbia](#) (map)
- Taken with a [Canon PowerShot S200](#)
- [More properties](#)
- Taken on [March 27, 2006](#)
- Viewed 166 times

CHAOS SANCTUARY

Dogmata se mají porušovat

píše se na Boxes and arrows - [Dogmas Are Meant to be Broken](#).

V úvodu je představeno Dogma 06 – 10 bodů, které by měl dodržovat dobrý web, a pak následuje dlouhý interview s autorem dogmatu, kterým je **Eric Reiss**.

1. Cokoli, co existuje na webu jen kvůli interní politice vlastníka, musí být eliminováno.
2. Cokoli, co je na webu kvůli egu designéra, musí být eliminováno.
3. Cokoli, co nemá vztah k obsahu stránky, musí být eliminováno.
4. Jakákoli vlastnost nebo technika, která redukuje návštěvníkovu schopnost volně navigovat, musí být eliminována.
5. Jakýkoli interaktivní objekt, který nutí návštěvníka přemýšlet, co to vlastně je, musí být eliminován.
6. Pro správnou funkci webu nesmí být vyžadováno žádné další software kromě prohlížeče.
7. Za prvé, musí být čitelný obsah, za druhé musí být tisknutelný, za třetí stažitelný.
8. Použitelnost nesmí být nikdy obětována stylu.
9. Žádný návštěvník nesmí být nikdy nucen se registrovat nebo udávat osobní údaje, jestliže je vlastník webu schopen se bez nich při poskytnutí služby nebo dokončení transakce obejít.
10. Porušte jakékoli z těchto pravidel dříve, než uděláte něco opravdu barbarského.

というわけで引用させていただきます。

1. Anything that exists only to satisfy the internal politics of the site owner must be eliminated.
(ただサイト所有者の内部利害を満たすためだけにあるものは、除かれなければならない)
2. Anything that exists only to satisfy the ego of the designer must be eliminated.
(ただデザイナーのエゴを満たすためだけにあるものは、除かれなければならない)
3. Anything that is irrelevant within the context of the page must be eliminated.
(ページの文脈にそぐわないものは、除かれなければならない)
4. Any feature or technique that reduces the visitor's ability to navigate freely must be reworked or eliminated.
(ユーザの自由なナビゲーションを妨げる機能や技術は、作り直すか、除かれなければならない)
5. Any interactive object that forces the visitor to guess its meaning must be reworked or eliminated.
(ユーザに推測を強いるインタラクティブな要素は、作り直すか、除かれなければならない)
6. No software, apart from the browser itself, must be required to get the site to work correctly.
(サイトがその役割を果たすために、ブラウザ以外のソフトウェアが必要とされてはならない)
7. Content must be readable first, printable second, downloadable third.
(内容は、第一に読むことができ、次に印刷することができ、そしてダウンロードすることができなければならない)
8. Usability must never be sacrificed for the sake of a style guide.
(スタイルガイドのためにユーザビリティを犠牲にされてはならない)
9. No visitor must be forced to register or surrender personal data unless the site owner is unable to provide a service or complete a transaction without it.

Web Dogma by Eric Reiss – and now in Croatian!

Posted by UXPassion.com in [UX / usability tutorials](#) on Apr 16th, 2009 | 6 responses



Conceived by Eric Reiss back in 2003 and inspired by Lars von Trier's Dogme 95 Danish film movement – Web Dogma is currently in version 9.1. Idea was to create a set of design, content and usability guidelines "that transcended passing fashion and advancing technology".

1
tweet

retweet

1. Sve što postoji samo kako bi zadovoljilo internu politiku vlasnika web-sjedišta mora biti uklonjeno.
2. Sve što postoji samo kako bi zadovoljilo ego dizajnera mora biti uklonjeno.
3. Sve što nije relevantno s obzirom na kontekst stranice mora biti uklonjeno.
4. Svaka osobina ili tehnika koja umanjuje posjetiteljevu mogućnost da slobodno navigira mora biti ponovno izrađena ili uklonjena.
5. Svaki interaktivni objekt koji prisiljava posjetitelja da pogada njegovo značenje mora biti ponovno izrađen ili uklonjen.
6. Osim web preglednika, niti jedan dodatni softver ne smije biti uvjet za ispravan rad web-sjedišta.
7. Sadržaj mora biti prije svega čitljiv, potom treba biti omogućen njegov ispis, a tek na trećem mjestu treba biti omogućeno njegovo preuzimanje.
8. Iskoristivost nikada ne smije biti žrtvovana zbog stilskih smjernica.
9. Niti jedan posjetitelj ne smije biti prisiljen registrirati se ili dati osobne podatke osim ako vlasnik web-sjedišta nikako ne može omogućiti traženu uslugu ili dovršiti transakciju bez tih podataka.
10. Radije prekršite bilo koje od ovih pravila prije nego što odmah učinite nešto barbarski.*

The Lounge



Point-and-click skin customization. Colorize complete skins in seconds. Fine-tune elements to perfection.

Ads by The Lounge

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ImCat - murmuarai

« Purpurinės karvės juodais kostiumais. @media 2006, diena 0 »

Web Dogma '06

Erico Reisso [Web Dogma '06](#):

1. Išmeskite viską, kas skirta tik svetainės savininko vidinei politikai tenkinti.
2. Išmeskite viską, kas egzistuoja vien tam, kad patenkintų dizainerio ego.
3. Išmeskite dalykus nesusijusius su tinklalapio kontekstu.
4. Perdarykite arba išmeskite bet ką, kas trukdo laisvai navigacijai tinklalapyje.
5. Perdarykite arba išmeskite kiekvieną interaktyvų tinklalapio elementą, jei jo paskirtis lankytoji nėra akivaizdi.
6. Interneto svetainė turi teisingai veikti naudojantis tik naršykle; be papildomų programų.
7. Turinį pirmiausia turi būti lengva skaityti, tada — lengva atspausdinti ir, galiausiai — lengva atsisiųsti.
8. Neaukokite patogumo vien tam, kad įtiktumėte "Stiliaus aprašymui".
9. Neverskite lankytojų registruotis ar pateikti asmens duomenų, nebent be to negalėsite suteikti paslaugų.
10. Geriau pažeiskite bet kurią taisyklę, nei padarykite ką nors visai barbariško.

Pasirašau po kiekvienu punktu.

Les 10 commandements du web en 2006 et autres conseils de design

Par [Clochix](#) le vendredi 16 juin 2006, à 02:26 - [General](#) - [Lien permanent](#)



Dans son blog, [Cody Lindley](#)^[1] signale une [interview d'Eric Reiss](#) propos des 10 règles absolues (dogme dans le texte en référence Lars Von Trier), selon lui, du design web en 2006. Des règles qui me plaisent bien car elles font la part belle l'accessibilité et appellent tempérer certains excès créatifs, que ce soit au niveau du design technique ou graphique des sites. En résumé, voici ces 10 commandements (attention, c'est très impératif !):

- ▶ il faut éliminer tout ce qui n'est l que pour complaire la politique interne du client
- ▶ il faut éliminer tout ce qui n'est l que pour satisfaire l'ego des designer (*j'ajouterai des développeurs, étant bien placé pour savoir qu'il m'arrive de rajouter des fonctionnalités un site pour le plaisir de les coder*)
- ▶ il faut éliminer tout ce qui est sans lien avec l'objet de la page
- ▶ il faut éliminer ou adapter toute fonctionnalité qui réduit la liberté de l'internaute de parcourir le site comme il le souhaite
- ▶ il faut éliminer ou adapter toute fonctionnalité dont l'utilisation n'est pas immédiate, qui oblige l'internaute deviner son fonctionnement
- ▶ le site doit fonctionner parfaitement sans qu'il soit besoin d'installer un logiciel supplémentaire (*quid de Flash ? des plugins multimédias ? pour ma part, je pense qu'il faut toujours fournir des alternatives, pour que l'essentiel du contenu*

Rechercher

 OK

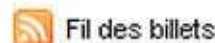
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S'abonner



Fil des billets



Fil des commentaires

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Calendrier



Уеб догма от Ерик Райс

октомври, 2009 | [Коментари](#)



С темата си Уеб догма – устойчива добра практика за врежата (Web Dogma – sustainable best practice for the web) [Ерик Райс](#) (Eric Reiss) ще представи и разтълкува на 12-ти ноември своята Уеб догма – 10 насоки за осигуряване на ползваемост, добър дизайн и подходящо съдържание за всеки сайт или програма. Тези насоки са универсални принципи, защото минават отвъд пределите на моди, течения и конкретни технологии.

[Регистрирайте се](#), за да видите Ерик на живо.

Благодарение на системите за управление на съдържание (CMS), да се напълни една страница със съдържание е лесно. Техниките и технологиите на Уеб 2.0 улесняват потребителите да добавят своя принос. Графичните дизайнери пък, непрестанно търсят нови начини да отличат работите си.

И все пак, колкото по-шумни стават страниците ни, толкова по-трудно е да се забележи важната информация. Дори още по-зле. Ако информацията, заобикаляща същинското съдържание е без значение за мисията на страницата и/или целите на потребителите, добавянето на информация може да убие потребителското изживяване и да подкопае деловите цели на собственика на сайта.

Тази презентация представя концепцията за Уеб догма '06 – основна нагласа да се помогне на специалистите да избягват един нарастващ проблем.

Замислих Уеб догмата през 2003, вдъхновен от [Догме 95](#), създадена от датските кинорежисьори Томас Винтерберг (Thomas Vinterberg) и Ларс фон Триер (Lars von Trier). Целта ми бе да създам набор от насоки, приложими към дизайна, съдържанието и ползваемостта, които надхвърлят пределите на минаващите моди и развиващите се технологии. През 2006 година „публикувах“ тези правила по време на АЙЕИ Самит (IA Summit) във Ванкувър като закачих лист хартия на едно табло за обяви.

Въпреки многото новости онлайн през последните няколко години, Уеб догмата остава яка паметка за интерактивен дизайн. От тогава правилата са преведени на малко 20 езика и възприети

Запишете се за [курс по ползваемост или писане в уеб](#). В подробности разглеждане някои от тените от семинара.

Всички регистрирани участваха в [тонбола за 7 безплатни лицензи](#) за продукти на Акшур, Майкрософт и Техсмит и 3 книги от Майкрософт.

12 ноември, София
Интерпрет, зала София, [бул. Драган Цанков 36](#)

Таг в Твитър [#wudbg](#)
Във Фейсбук [страницата на Лукрат](#)

Лукрат подкрепя кампанията "Втори шанс за дивите животни" с 5% от приходите от регистрации.





interfaceando

Robson Santos fala sobre usabilidade, interação pessoa-pessoa, design, cultura pop e outras coisas

Quem sou eu



Nome: Robson Santos
Local: Rio de Janeiro, RJ, BR

[Visualizar meu perfil completo](#)

Alguns escritos

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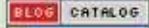
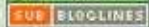
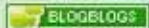
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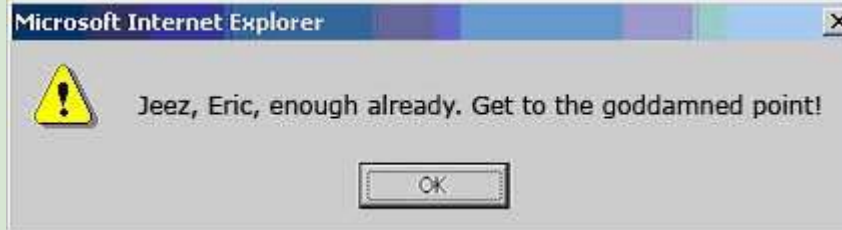
[felipe memória / i love users](#)

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Fale comigo! Envie sua mensagem para contato@robsonsantos.com.
Assine o feed <http://interfaceando.blogspot.com/atom.xml>.
Visite meu website acadêmico em www.robsonsantos.com.

14 Junho 2006



1. Qualquer elemento que exista somente para satisfazer à política interna da empresa deve ser eliminado.
2. Qualquer elemento que exista somente para satisfazer ao ego do designer deve ser eliminado.
3. Qualquer elemento que seja irrelevante ao contexto da página deve ser eliminado.
4. Qualquer característica ou técnica que reduza a habilidade do visitante de navegar livremente deve ser retrabalhada ou eliminada.
5. Qualquer objeto interativo que force o visitante a questionar seu significado deve ser retrabalhado ou eliminado.
6. Nenhum outro software, além do navegador, deve ser exigido para que o site funcione corretamente.
7. O conteúdo deve poder ser, em primeiro lugar, lido, em segundo lugar, impresso e, em terceiro lugar, salvo no computador.
8. A usabilidade nunca deve ser sacrificada em nome de um guia de estilo.
9. Nenhum visitante deve ser forçado a se registrar ou enviar dados pessoais, a menos que o proprietário do site seja incapaz de oferecer um serviço ou completar uma transação sem que isso seja feito.
10. Melhor violar qualquer uma dessas regras no início do que fazer uma barbaridade completa.

Em interessante entrevista ao [Boxes and Arrows](#), Reiss fala sobre seu dogma e outros fatores que influenciam a usabilidade de um website. Vale conferir.

#Interfaceado por Robson Santos : 8:21:00 AM



1. Anything that exists only to satisfy the internal politics of the site owner must be eliminated.



VI BRICS SUMMIT
15 July 2014 For

Putin arrives in Brazilian capital city to take part in BRICS summit closing day

Russian President Vladimir Putin has arrived in the Brazilian capital city, Brasilia, where he will take part in the second day of the two-day BRICS countries summit, Brazil, Russia, India, China and South Africa. The meeting will in an outreach format involving the leaders of a number of Latin American countries. The Russian president plans to have separate meetings with some of them on the summit sidelines.



THANK YOU, EDWARD!
End the Surveillance State!



Two suspects arrested over metro tragedy as Moscow mourns victims

The Russian Investigative Committee has arrested two suspects in yesterday's Moscow metro tragedy. The incident occurred on Tuesday morning when a train derailed between the Park Pobedy and Slavyansky Bulvar metro stations. According to the latest information, 22 people died and July 16 has been declared a day of mourning for the victims. Russia's President, Vladimir Putin, has expressed condolences to family and friends of those who died.



German deputies may use typewriters to counteract US espionage

Deputies of the German Parliament are seriously considering the use of typewriters in order to counter espionage on the part of the US. Chairman of the Bundestag Committee of inquiry into the activities of the NSA in Germany Patrick Sensburg stated on air of the German TV station Das Erste.



Death of Russian citizen in cross-border shelling not enough to call Kiev to account - Psaki

The US Department of State has made another attempt to exonerate Kiev from responsibility for what's happening in eastern Ukraine.

TOP NEWS

- Ukrainian troops evicted by Lugansk self-defense fighters in Izvaryno
- Self-defense fighters downed two Ukrainian strike aircraft - Donetsk People's Republic
- St Petersburg subway undergoes thorough inspection
- Ukrainian army receives 2,000 bulletproof vests from US
- Self-defense forces repel Ukrainian air attacks east of Donetsk
- Italian PM Renzi speaks against building Europe in opposition to Russia
- US drone kill 15 rebels in north-western Pakistan
- Israeli army advises 100,000 Palestinians to leave homes
- Ukraine, Poland, and Lithuania planning to create joint military brigade
- Croatia hopes economic sanctions on Russia can be avoided
- S Korea, US launch five-day joint naval drill in face of North anger
- Six foreigners die in Moscow metro accident

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EXCLUSIVE



US backers to distance themselves from Kiev the more civilian casualties seen - expert



Professional killers trained by the CIA in Poland kill their own people in Ukraine - expert

WASHINGTON LIVE



Hundreds of protesters Demand a Stop to Israeli's Strike on Gaza



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LONDON LIVE



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F-35 Lightning II will not appear at Farnborough

FEATURED

Letters to the editor



Letters to the editor

July 16-17: OSCE seeing up close death and damage in eastern

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BRICS: helping engender multipolar world - experts

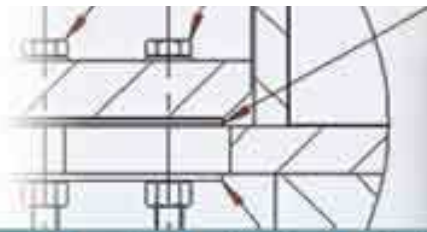


US security doctrine protects state power, corporations, not people - Noam Chomsky

The prime concern of the US government is the security of state power and the corporate sector, but not the security of the American people, states Noam Chomsky, the prominent American political commentator, Institute Professor emeritus in the Department of Linguistics and Philosophy at Massachusetts Institute of

PHOTO GALLERY





Organisation



Latest stock quotes

Last	+/- %	Time
401,50	-1,83	12:03:50
Bid	Ask	FLS
401,50	402,00	

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Structured to serve the cement and minerals industry

Being an international organisation that serves the cement and minerals industries, FLSmidth continues to adapt its structure to current market conditions and to customers' need for professional and responsive service. Customers are assured the shortest possible lines of communication with product specialists, sales staff and service functions.

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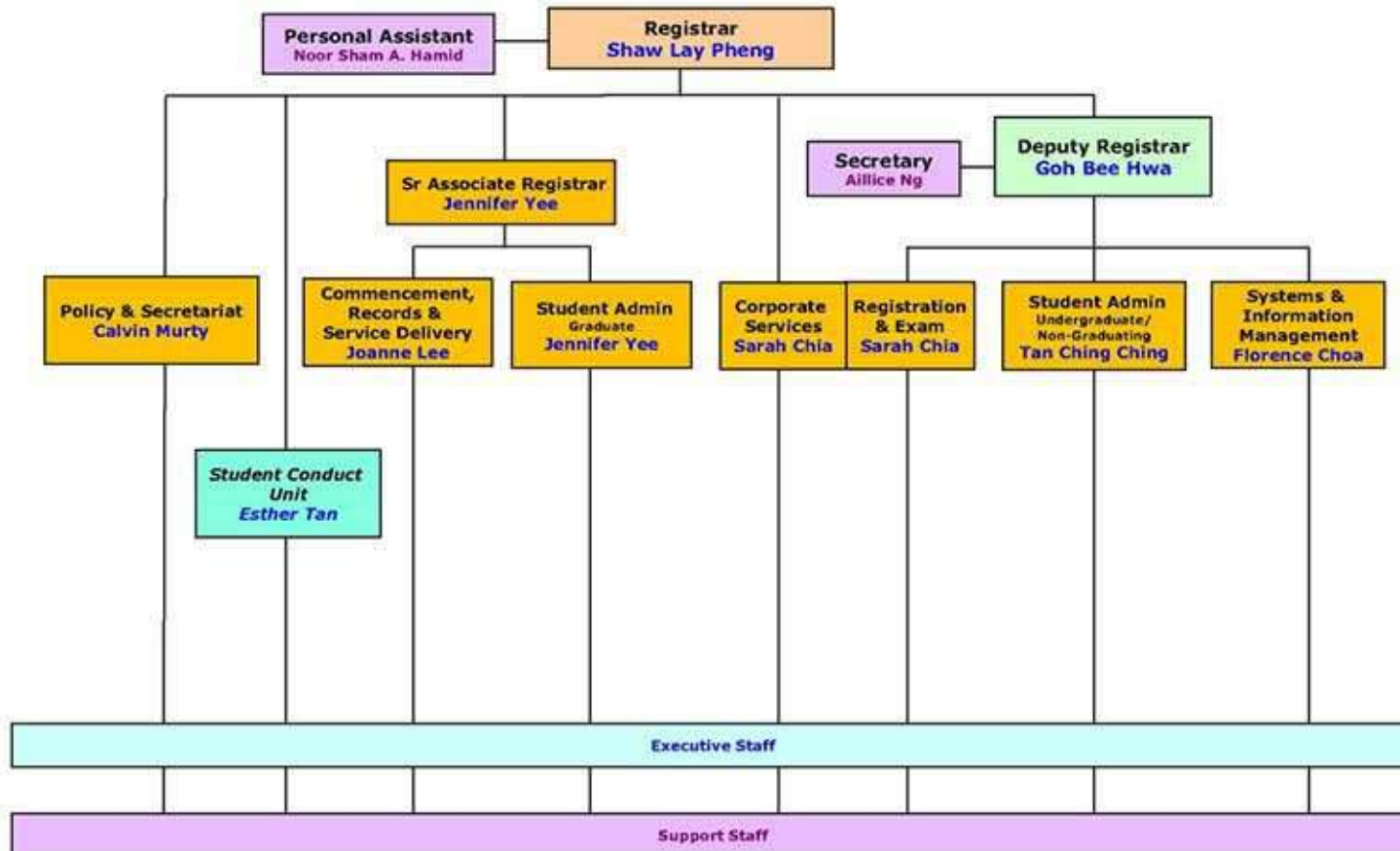
That was **then.**
But what about **now?**

Our Organizational Structure

Home / About Us / Our Organizational Structure

Registrar's Office - Organizational Structure

Registrar's Office – Organizational Chart *[wef 1 Sep 2016]*





Norway [change]

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Lav-VOC-standarder for bygningsmaling

Lav-VOC-standarder for bygningsmaling træder i kraft fra januar [Læs mere...](#)



1 2 3

FORRETNINGSOMRÅDER

OM MÆRSK

Vores forpligtelse

I A.P. Møller – Mærsk Gruppen tror vi på bæredygtighed. I tråd med vores værdier søger vi at udvikle miljøvenlige løsninger på udfordringerne i forbindelse med miljø- og klimaforandringer. Dette gavner ikke blot miljøet og klimaet, men giver også vores forretning et konkurrencemæssigt forspring. ...

Læs Mere

JOB & KARRIERE

Representative, Inter-modal Documentation Team, Operations, Shenzhen-based, PRS Cluster, Maersk Line
Shenzhen, P.R.C.

Officer / Senior Officer of IT_Brigantine Services (Shenzhen) Co. Ltd.
Yantian, Shenzhen, P.R.C.

Senior Manager of Business Development_Brigantine Group
Shenzhen, P.R.C.

Gå til Job portalen

MEDIECENTER

12. november, 2009
Periodemeddelelse November 2009

21. september, 2009
Ledelsesændring

Flere pressemeddelelser

AKTIONÆRINFORMATION

18. november, 2009
Insideres handler 0509

16. november, 2009
Insideres handler 0409

Flere selskabsmeddelelser



reddot design award



Oticon • Delta

> Om Delta > Delta Fordele > Farver



3 TRIN TIL EN BEDRE HØRELSE

Find ud af hvor nemt det er, at få mere ud af din hørelse...



FIND EN HØREKLINIK

Find en hørelinik - tæt på dig...



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Praktisk information og support til alle, fra brugere til forældre og venner...



Bolig i balance
Få mere

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Professionelt forum

Find teknisk information >



Gratis ServiceTjek af dine vinduer

Ring 45 16 45 99

Få et Gratis ServiceTjek >



VELUX
Prisliste 2009

Se priser
Find prislister for VELUX
åbelysvinduer,
solafskærmning
og service

Gå til prislister >



Vidste du,
at VELUX
solafskærmning
reducerer varme-
tabet - og din
varmeregning?

Læs mere her >



Gardinshop
Køb original VELUX
solafskærmning
online

Gå til Gardinshoppen nu >

Bringing light to life.



Kongehuset

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- ✦ Slotte og Kongeskibet
- ✦ Samlinger
- ✦ Monarkiet i Danmark
- ✦ Organisation



Kalender

23/11 09 **H.M. Dronningen** modtager ambassadører fra Ghana, Kroatien, Gabon, Papua Ny Guinea og Tchad på Fredensborg Slot kl. 10.00.

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15 **Featured** Popular Latest Feature Filter



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IBM and Lenovo

IBM and Lenovo

IBM and Lenovo have signed a historic cooperation. Through this agreement we hope to ensure fresh thinking and innovation in the future. IBM's long-term agreement with Lenovo covers a wide range makes it possible for IBM to continue to deliver total solutions to our customers. Lenovo is now our preferred provider of IBM PCs. IBM will provide the same funding and maintenance agreements for computer solutions in the past.

This alliance is consistent with IBM's strategy to be the world's leading provider of technology solutions and transformation solutions to individuals, large businesses and small and midsize customers in all industries and in all countries around the world.

Lenovo wins ground in PC market

Lenovo is a leader in the world's fastest growing market. Their acquisition of IBM's PC division will make them the world's third largest PC vendor. Our old colleagues and people behind the ThinkPad notebooks and ThinkCentre workstations - the award-winning designers and engineers, production teams, sales, Business Partners are now part of Lenovo's workforce.

The sale moves our PC division from IBM's own product portfolio and is now in place as a key element in IBM's alliance network. It opens up new opportunities and markets so that you as a customer can benefit from an expanded and improved offerings. Lenovo shares our views around innovation, quality and service. Our strategies are clear and consistent. Together, we are a cooperation alliance that your company will benefit from.

Resources

Before you visit Lenovo's Web site as you can read [IBM Terms of Use](#).

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* Links marked with an asterisk (*) will take you to Lenovo's website.



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Watching this screen while driving can lead to a serious accident. Make sure that system is only in operation when the vehicle is stopped. Please observe and obey local traffic rules and drive safely when using the Navigation system in motion.

Push ENTER to accept

INFORMATION FOR INDIVIDUALS

Wahpawawpaw bop wahpawawpaw

WHO ARE

Wahpawawpaw bop

DEAF OR HARD OF HEARING

Wahpawawpaw bop Wahpawawpaw bop Wahpawawpaw bop

YOU HAVE A RIGHT TO EFFECTIVE COMMUNICATION

As a covered entity under Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign Language Interpreters, assistive listening devices, or other auxiliary aids and services are available. If you need assistance, ask police or jail staff.



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You may request a professional Sign Language Interpreter for filing reports, the Miranda warning, medical inquiries or any type of interaction with police or jail staff.



Telecommunication Device for the Deaf

You may request to use a Telecommunication Device for the Deaf (TTY/TDD) to make your telephone calls. Ask police or jail staff for the TTY/TDD.

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(213) 485-6334 Voice or (213) 485-6560 TTY





**How would you like to
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Second Best Shape in Italy?**

A Little? A Whole Lot? The Most!
(Check one. Don't cheat)







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Ten years ago:

It was about fighting internal politics.

Today:

Same same.

Plus even more lawyers and sex.

2. Anything that exists only to satisfy the ego of the designer must be eliminated.



Alle produkter

nyhet

Stue

Kjøkken

Soverom

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Lagerbeholdning

→ Sjekk om produktet er tilgjengelig

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Nye brosjyrer



Tilbud



VAXHOLM

nyhet



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But what about **now?**

Love you



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TWITTER

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AND EXECUTE
DIGITAL CONCEPTS**

**- WE WORK TOGETHER
WITH FRIENDS ALL
OVER THE WORLD
TO HELP US MAKE OUR
IDEAS COME ALIVE.**



JACK & JONES ORIGINALS ROADTRIP / Digital Campaign



Go on a virtual road trip with Jack & Jones Originals...
...And win a real road trip to Florida for you and your friend.
Fasten your seatbelt, get ready - and collect honks here and on all
your social media platforms..

Agency : relax, we are the good guys
Concept/Creative Direction/Design : M
Creative Direction/Design : Peter Ringt
Backend : Supertusch
Link : Originals Roadtrip

Ten years ago:

It was about improving usability by reducing the effects of designer ego.

Today:

Same same.

Plus even bigger egos.

And even more arrogance.

3. Anything that is irrelevant within the context of the page must be eliminated.

- Mission
- Founders
- Board of Directors**
- Bylaws
- Press releases
- Press mentions
- Contact us
- Home

[Home](#) > [About CM Pros](#) > Board of Directors

CM Pros Board of Directors

The CM Pros Board of Directors is comprised of members experienced in managing organizational growth, defining policies and dedicated to advancing excellence in content management. By serving on the CM Pros Board, directors exercise a major impact on the strategic direction of the organization. Recognized for their contributions by the entire community, the directors guide CM Pros in its mission to provide information, expertise and support to content management professionals and the organizations they serve.

The CM Pros Board is comprised of 5 elected directors, each serving two-year terms. The terms are staggered annually to preserve management continuity. As is true of all roles within CM Pros, elected directors serve as individuals, regardless of their affiliation or employment.

Incoming 2006 CM Pros Board of Directors

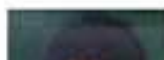
Scott Abel

scott@cmprofessionals.org
Content Management Strategist
www.thecontentwrangler.com





Mary Laplante

marv@cmprofessionals.org



Technology

Editable content blocks
Visible only when you have logged in to our intranet, a yellow pencil in one corner  and a page turning image  in another indicate that members with edit privileges can edit content elements on these pages. See [how to edit](#).

Things to Buy

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Help us spread the word with logo products from [cafepress](#).



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But what about **now?**

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Our Blog

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Welcome to the Next Chapter for CM Pros

Posted by Scott Liewehr on Thursday Feb 28 2013

Welcome to our new website and blog – we hope you like the new digs.

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New
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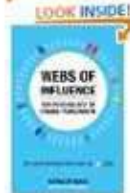
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[Content Strategy for the Web \(Voices That\)](#)

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Eric L Reiss, Strandore 15, Copenhagen ▾

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Make Money with Us

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Products eligible for Amazon Prime will be designated on the product detail page and at checkout. If only some items in your purchase are eligible for Amazon Prime, you'll be charged applicable delivery fees for the ineligible items.

The programme is limited to items sold by Amazon.co.uk (or by Sellers participating in the Fulfilled by Amazon programme on the Amazon.co.uk Website).

	Items	Addresses
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Eligible for Expedited Delivery	Most items sold or Fulfilled by Amazon.co.uk which are NOT available for immediate dispatch.	Mainland UK addresses, excluding those noted below.
Eligible for First Class delivery	First Class Delivery is also offered for most items sold or Fulfilled by Amazon.co.uk. First Class is the default delivery option for Prime members for eligible items dispatched to UK addresses that are excluded from One-Day Delivery.	Parts of Scotland, Wales, Northern Ireland, Isles (including Shetlands, Isle of Man, Jersey and Guernsey), Cornwall, Northumberland, PO Boxes and BFPO addresses.
Ineligible	Items fulfilled by Amazon.co.uk Marketplace Sellers. Oversize or heavy items. Items regulated as hazardous materials. Other items with special delivery characteristics. Gift Certificates.	International addresses.



Mail Delivery Subsystem <mailer-daemon@googlemail.com>

8:28 AM (5 minutes ago) ☆



to me ▾

Delivery to the following recipient failed permanently:

prime@amazon.co.uk

Technical details of permanent failure:

Google tried to deliver your message, but it was rejected by the server for the recipient domain [amazon.co.uk](https://www.amazon.co.uk) by smtp-fw-31001.amazon.com. [207.171.178.25].

The error that the other server returned was:

550 #5.1.0 Address rejected prime@amazon.co.uk

----- Original message -----

Ten years ago:

It was about feng shui.

Today:

Same same.

Plus eliminating dark patterns.

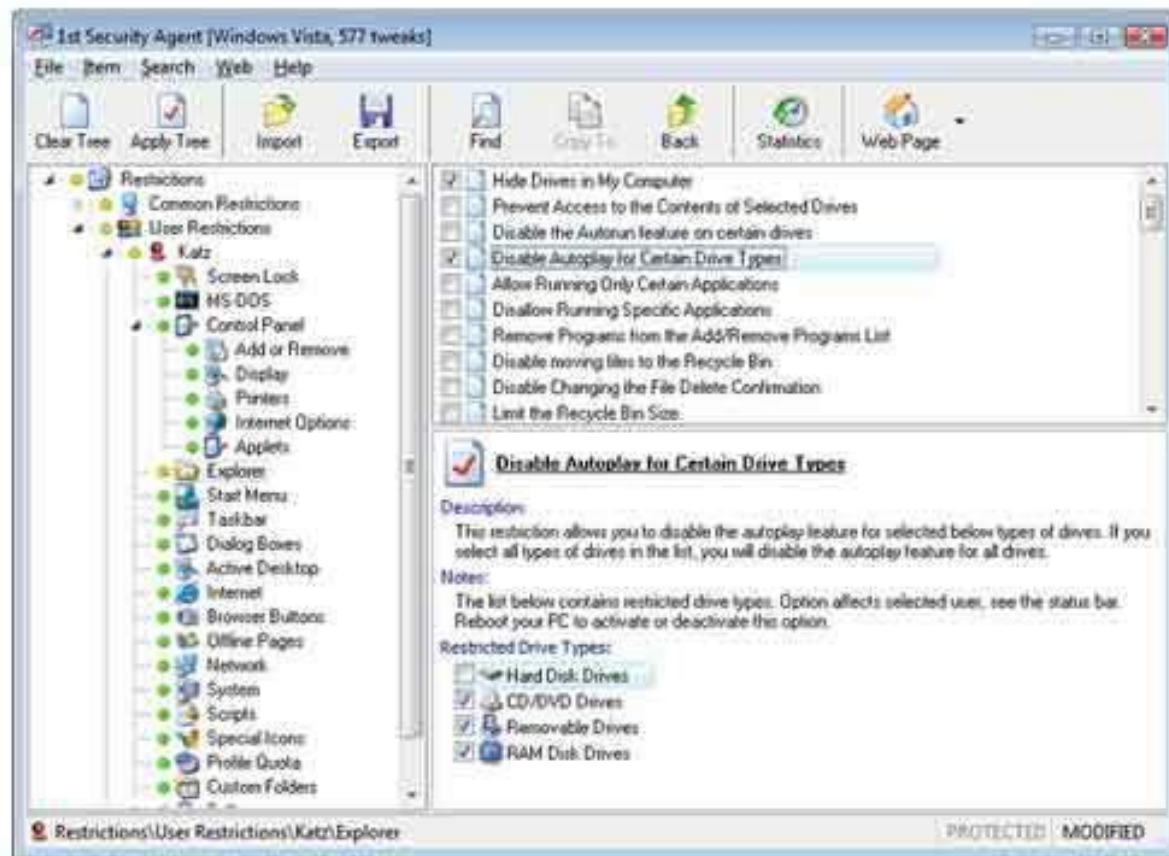
4. Any feature or technique that reduces the visitor's ability to navigate freely must be eliminated.

Disable tools - internet options in internet explorer.

Disable Tools - Internet Options in Internet Explorer - Disables the Tools - Internet Options menu item in Internet Explorer. Option affects selected user, see the status bar. Reboot your PC to activate or deactivate this option. Applicable to Windows 95/98/ME/NT/2000/XP.

[Go to 1st Security Agent online Help](#)

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Restrict access to Control Panel, disable Start Menu items, hide drives, disable DOS, boot keys, Registry editing, taskbar, task manager, and network access, hide desktop icons, apply password protection to Windows, and disable running applications. Secure Internet Explorer, disable individual menu items and individual tabs in the Internet Options dialog, as well as specific settings from each, and more ...


Interflora onlinebestilling af blomster og vin - Microsoft Internet Explorer



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Udskriv og gem denne kvittering. Vi har også sendt en kopi til din emailadresse.

Dit ordrenummer er: 1505699
Din IP-adresse er: 80.166.221.122


http://www.interflora.dk/bestil/udskriv_kvittering.php?ordreid=1505699&ip=80.166.221.122

Bemærk:
Ved kortbetaling hæves beløbet først 4 kalenderdage efter leveringsdato. Alle kortbetalinger bliver dog hævet senest 20 kalenderdage efter bestillingsdato

Du kan checke din ordre på flg. adresse:
<http://www.interflora.dk/index.php?p=/ordrer/index.php?id=1505699&m=elr@e-reiss.com>

Bestiller:
Telefon: 39290707
Eric Reiss

Strandøre 15
*
2100 Kh Ø
Danmark

 **HUSK MOR'S DAG!**

Blomsterguide for rigtige mænd

Internet

That was **then.**
But what about **now?**

INGREDIENTS



feedback

2 oz. clarified butter

2 oz. carrots

2 oz. celery

oz. onions

small clove fresh garlic crushed

1/2 bay leaf

8 white crushed peppercorns

1 pinch thyme

1 1/2 oz. tomato paste

2 quarts fish stock

4 oz. roux



All

Entire USA

Browse Listings

Cha

Share

Thanks for your interest in stumblehere.
**Our site will NOT be working correctly
for the next month or so!!!**

HOWEVER...

We are almost done with our updates and are about to roll
out a completely new way to advertise your sites and services
with new partners!

Use the form below to be notified of all upcoming changes
and be first in line with our new beta accounts.

You'll love the new Ad network!!!

Name:

Email:

Sign Up Now!

As always your information is private with us!

We apologize for any inconvenience with this message pop up!

You'll love the new Ad network.

**We will save you
and money!**

Enter your listings once and we
to some of the highest search

Use our Classified Ad Syndication
site just by posting with us!

sponsor ads

Advertisement for a business with a photo of three women.

Advertisement for a business with a photo of a tree.

Advertisement for a financially solid company.

Advertisement for a professional association.

Advertisement for Classifieds.

Advertisement for trulia.

Advertisement for millionRSS.

Advertisement for AND HUNDREDS MORE!!

Advertisement for a business that enables you to help others.

Advertisement for a business that makes money every day.

Advertisement for a business that makes money every day.

Ad Categori

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- arts and crafts
- auto parts
- baby and kids
- barter
- bicycles
- boats
- books
- business
- cars and trucks
- cd / dvd / vhs
- clothes
- collectibles
- computer
- electronics
- entertainment
- farm / garden
- free
- furniture
- games & toys
- garage sales
- general
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- labor / moving
- legal
- lessons
- outsourcing / bpo
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- small biz
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stumblehere classifieds

Stumblehere ads

10/14 mon

Paul Mc
Agoura

10/14 mon

Large B
Farmer

10/14 mon

Kool A
Ek Gro

10/14 mon

Avon B
Top G

06/27 thu

Disub
big stat

06/27 thu

Disub
big stat

06/04 tue

All TOG...
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06/02 sun

Awesome purebred male and female Yorkshire terrier babies - \$280
san diego, ca [Share on Twitter](#)

06/01 sat

A&C RAPE ENGLISH BULLDOG FEMALE CHANEL WITH VIDEOS AND PICTURES - TOO
CUTE!! - \$500
greenboro, nc [Share on Twitter](#)

06/01 sat

A&C BASE ENGLISH BULLDOG FEMALE CHANEL WITH VIDEOS AND PICTURES - TOO

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Email:

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As always your information is private with us!

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Merchandise → USA → CA → Oxnard Area



Robin M.

Lives in Appleton Hills, CA - Member since 10/10/2010
You have no shared connections
Killing - joined Jul 10 2010

Paul McCartney "Wingspan"
Tee Shirt, Misses-Size M

More Listings From This Seller

View All Listings



BILBASEN



Ten years ago:

It was about navigation.

Today:

Same same.

Plus ergonomic and paywall issues.

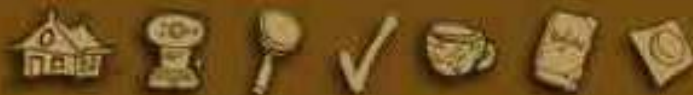
5. Any interactive object that forces the visitor to guess its meaning must be eliminated.

Number of file:

File attach:

We may send information on offers and promotion in conjunction with our business partners. Please check this box if you do not want to receive this?

Yes, keep me informed of the latest news on Samsung products, special offers, contests with fabulous prizes, and events.



Start



Velkommen til Illys danske website.
Her kan du vinde en fantastisk espressomaskine,
læse om Illys stolte traditioner, kaffens oprindelse m.m.



That was **then.**
But what about **now?**

[COFFEE](#)[ART](#)[AT HOME](#)[AWAY FROM HOME](#)[COMPANY](#)

Y1.1 Iperespresso

[Discover](#)

Ground Coffee and Whole Beans

Coffee for Espresso
Coffee for Moka
Whole Bean Coffee
illy Monoarabica

Capsules and Pods

Coffee Capsules:
Iperespresso
E.S.E. Coffee Pods

Coffee Machines

Iperespresso and the Systems
Espresso Machines
X7.1 Iperespresso
X8 Iperespresso
Y1 Iperespresso
Y1.1 Touch Iperespresso
X1 Iperespresso
Gaggia for illy Iperespresso
X1 Trio E.S.E.
X1 for Ground Coffee
Cuor di Moka
Instruction Manuals

At Your Service

Consumer Support
Fine Chocolates, Teas and Jams
Cups, Mugs, Accessories

UNITING
THE BEAUTIFUL
AND THE GOOD



Like 44



(click on my head)



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Feedback: Seth's Feedback

The opposite of 'defenseless'

It might be *defended*, or *defensive*.

If you're asking for feedback or coaching or an education, neither is going to help you very much.

The person who has ideas that are well defended isn't going to be able to listen carefully for the lessons that can help him change those ideas.

And the person who is defensive not only won't hear the ideas, but he'll push away anyone generous enough to share them.

Defenseless is the best choice for those seeking to grow.

Posted by [Seth Godin](#) on October 14, 2013 | [Permalink](#) | [TrackBack \(0\)](#)

 Tweet

843

 +1

37

 Share

464

 Like

319

Understanding luxury goods

A luxury good gets its value from its lack of utility and value. A typical consumer would look at what it costs and what it does and say, "that's ridiculous."

When a good like this (and it might be a service as well) comes to market, it sometimes transcends the value equation and enters a new realm, one of scarcity and social proof. The value, ironically, comes from its lack of value.

The owner of a \$12,000 [Birkin](#) bag might tell you that it's worth every penny. Obviously, one can carry a wallet and a few other essentials in bag that costs less than 1% of what this bag costs, and we can even imagine making something just like a Birkin for a fraction of the price. But that would be a copy, not the real thing, and so the story, the narrative, the specialness and most of all, the social element would go out the window. A Birkin bag is at its most valuable when your friends admire you for owning it, not when they admire its ability to carry your stuff

Ten years ago:

It was about eliminating guesswork.

Today:

Your guess is still as good as mine.

6. No software, apart from the browser itself, must be required to get the site to work correctly.

[Listen with BBC iPlayer](#)[Need help listening?](#)[Radio Home](#)

Ways To Listen

[Podcasts](#)[DAB Digital Radio](#)[Analogue Radio](#)[Digital Television](#)[Internet](#)[Mobile Phone](#)[Site Usage](#)[Radio Labs](#)[About BBC Radio](#)[Help](#)

Help / Player

How do I download and install RealPlayer?

To listen to BBC Radio in the Player you will need to have a program called RealPlayer installed on your computer. RealPlayer is not made by the BBC, so you will need to download it from another site.

Please note



As with all the plug-ins you need to access our content on bbc.co.uk, RealPlayer is FREE to download and use if you follow the links below.

You will never have to give any payment details such as your credit card number. When you download RealPlayer, you may be asked to agree to some terms and conditions. This does not involve the BBC. Real will also tell you what they will do with any personal information you supply. The BBC is not responsible for problems caused by downloading third party software. **Read the BBC's policy on plug-ins.**

Windows, Mac and Linux/Unix computers



Follow the link below to BBC Webwise, where you will find links to download and install RealPlayer for Windows, Mac and Linux/Unix operating systems, along with step-by-step installation guides.



[Download and install RealPlayer at BBC Webwise](#)

[+ Podcasts Help](#)[+ DAB Digital Radio Help](#)[+ Digital TV Help](#)[- BBC Player Help](#)[Support FAQs](#)[General listening FAQs](#)[+ Mobile Help](#)

Latest News

**BBC iPlayer has changed -
find out more here**

Hot Topics

**Podcast sound quality
improvements**

How do I install RealPlayer?

What is a podcast?

**How can I check my DAB
coverage?**

Frequently asked questions

[About BBC iPlayer](#)[Getting started](#)[Finding programmes](#)[Downloading programmes](#)[Streaming programmes](#)[Playing programmes](#)[Accessibility](#)[Mobile](#)[Messageboard](#)[Why has my downloaded programme expired early?](#)[Find out more about BBC iPlayer Beta and how to give us feedback.](#)

BBC iPlayer Help

Welcome to BBC iPlayer help. You can find information [about the service](#) and how to solve problems playing television or radio programmes.

We have answers to most frequently asked questions and they are fully searchable - just type what you need in the Ask a question box. If you need further assistance, you can contact our dedicated help team once you've read an FAQ, or you can head to the [messageboard](#) to discuss BBC iPlayer.

In addition to the list of most frequently asked questions below, you can find advice on what to do if [you're incorrectly told you're outside the UK](#) and [how to download programmes or access BBC iPlayer on your mobile](#).

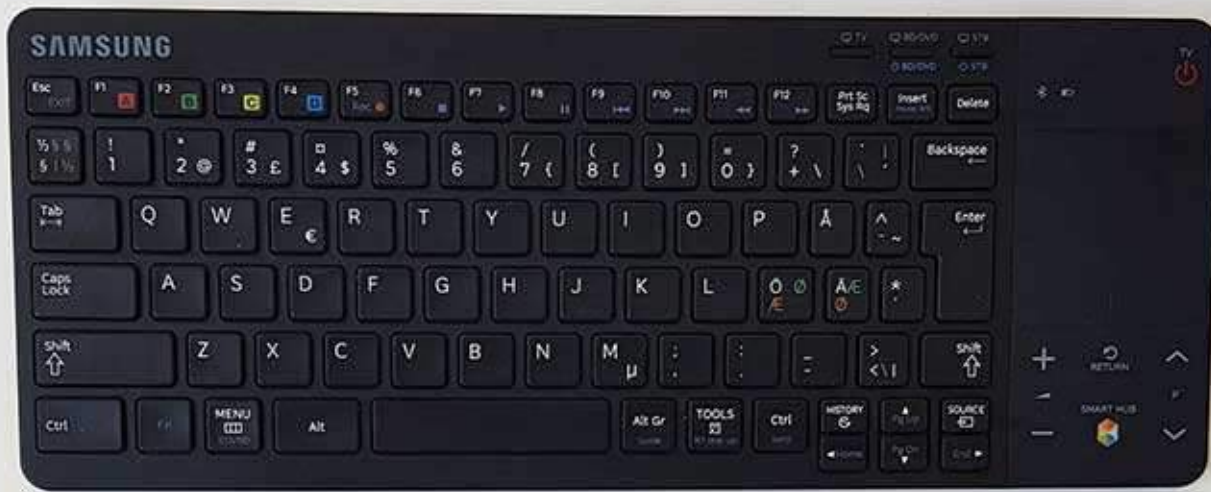
If you're looking for a particular programme, BBC iPlayer now has a schedule to let you know what is coming up and what we are offering. Don't forget that it can take some time after broadcast before a programme becomes available and sport, films and overseas programmes [may not be included](#).

If you want to report a technical fault, see [this advice](#).

Frequently asked questions

- [What is iPlayer version 3 on mobile?](#) (TV & Radio)
- [Can I use BBC iPlayer outside the UK?](#) (TV & Radio)
- [I'm in the UK but told that I'm not, what should I do?](#) (TV & Radio)
- [What are the terms and conditions for BBC iPlayer?](#) (TV & Radio)
- [How do I enable JavaScript?](#) (TV & Radio)
- [What is BBC iPlayer Desktop?](#) (TV)
- [How do I install BBC iPlayer Desktop for Windows?](#) (TV & Radio)
- [Why does Click to Play keep stopping with a spinning circle, or not play smoothly?](#) (TV & Radio)
- [Can I access BBC iPlayer on my mobile phone?](#) (TV & Radio)
- [Why am I having problems with BBC iPlayer Desktop?](#) (TV & Radio)

That was **then.**
But what about **now?**





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...arbejds-og levevilkår, uddannelse
...Fairhills projekter, skal du
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Grapes: Fairtrade certified and sourced from Fairtrade
producers. Visit www.info.fairtrade.net Fairtrade means fairer trading
conditions and opportunities for producers in developing countries to
grow their businesses and communities for a sustainable future.



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...from Germany

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CONTAINS





46 mins • 👤

Wow, Facebook's censorship algorithm is mighty pissy this morning. Twice it's deleted my posts about them degrading the user experience of there website on mobile devices to drive us to the app.



2



Are you kidding?

39 minutes ago • Like • Reply



It is really disheartening

38 minutes ago • Like • Reply



I agree about this huge difference from the website to the phone.

38 minutes ago • Like • Reply



Write a comment...



Ten years ago:

It was about eliminating extra software

Today:

Less of a problem today, but still there.

The problem has moved to mobile, where services require proprietary apps for non-responsive sites.

7. Content must be readable first, printable second, downloadable third.

- ▶ About Fonterra
- ▶ Corporate Governance
- ▼ Shareholder / Financial Info
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 - Capital Notes
 - Statutory Documents
- ▶ News
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- ▶ Careers @ Fonterra
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Home > Shareholder / Financial Info - Results & Reports

Results & Reports

Print

Fonterra Annual Report 2004 - 2005

You can download the complete 2004-2005 Annual Report as a PDF.

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Capital Structure Proposal 2005 booklet

You can download a copy of the Capital Structure Proposal 2005 booklet as a PDF. [Download PDF](#)

Fonterra Half Year Report 30 November 2004

Financial results, six months ended 30 November 2004. [Download PDF](#)

Fonterra Annual Report 2003 - 2004

You can download the complete 2003-2004 Annual Report as a PDF.

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Fonterra's Cost of Capital For Season Ending 31 May 2004

Clause 16(4)(h) Dairy Industry Restructuring (Raw Milk) Regulations 2001.

The cost of capital rate used by Fonterra in calculating the price of a co-operative share for the 2003/2004 season is 8.07%

Fonterra Half Year Report 30 November 2003

Financial results, six months ended 30 November 2003.

[Download PDF](#)**2006**

That was **then.**
But what about **now?**



Dairy for life

Financial Reports



2009

Our Business

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Investing in Fonterra

Corporate Governance

Financial Reports

Statutory Documents

Presentations

Board of Directors

Fonterra Leadership Team

News

Innovation and Technology

Sustainability

Supplying Fonterra

Working at Fonterra

Our Products

Consumer Brands

Ingredients

Foodservices

The Story Of Milk

Dairy and Nutrition

Every year Fonterra produces an Annual Report and Interim Report for our shareholders also available to the public and can be downloaded below.

1 - 6 of 12



2007-2008

Interim Report

[PDF 0.27mb]



2006-2007

Annual Report

[PDF 1.9mb]



2006-2007

Interim Report

[PDF 0.4mb]



2005-2006

Annual Report

[PDF 2mb]



30 November 2005

Half Year Report

[PDF 0.15mb]



2004-2005

Annual Report

[PDF 3.1mb]



1 - 6 of 12

1 2



Nutrition

Our ingredients are based on the most original nutritional beverage - milk.



Consumer Brands

Our brands are enjoyed by consumers all over the world.



Dairy for life

Financial Reports



2011

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Supplying Fonterra

Working at Fonterra

Our Products

Consumer Brands

Ingredients

Foodservices

The Story Of Milk

Dairy and Nutrition

Every year Fonterra produces an Annual Report and Interim Report for our shareholders, also available to the public and can be downloaded below.

1 - 6 of 19



2010

Interim Report

[PDF 1.05mb]



2010

Interim Results Briefing

[PDF 0.75mb]



2009

Fonterra Annual Report 2009
(With full Financial Statements)

[PDF 4.6mb]



2009

Fonterra Annual Review 2009
(Condse Annual Report)

[PDF 2.9mb]



2008/09

Interim Report

[PDF 0.28mb]



2008

Annual Review

[PDF 1.3mb]

1 - 6 of 19

1 2 3 4 >



Consumer Brands

Our brands are enjoyed by consumers all over the world.



Nutrition

Our ingredients are based on the most original nutritional beverage - milk.

News and Media[Media Releases](#)[Media Briefing on Fonterra Annual Results](#)[Images, Video and Audio](#)[Fact Sheets and Papers](#)

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A library of fact sheets and papers for m

2014**FEATURED****Interim Report 2012**PDF  [Download \(2 MB\)](#)**MORE DOCUMENTS**FILTER DOCUMENTS

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Our Application to Supply form is the first step of the journey to become a Fonterra Shareholder.

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News and Media

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FACT SHEETS & PAPERS

A library of fact sheets and papers for media use.

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Interim Report 2012

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Our Application to Supply form is the first step of the journey to become a Fonterra Shareholder.

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DIRA Public Notice made in October 2013 for season ending May 2013

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Milk Price Statement 2013

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FONTERRA ANNUAL REVIEW 2013

PDF [Download \(3.4.1K\)](#)

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2013 Annual Financial Results - Full Financial Statement

FINANCIAL RESULTS



2017

Annual Results 2017

- [Annual Results Media Release 2017](#)
- [Fonterra Annual Review 2017](#)
- [Fonterra Shareholders' Fund Annual Report 2017](#)
- [Annual Results Presentation 2017](#)
- [Annual Results Webcast 2017](#)
- [Fonterra Annual Financial Statements 2017](#)

- [Business Update May 2017](#)
- [Interim Results 2017](#)
- [Investor Day 2017](#)
- [Financial Results 2016](#)
- [Financial Results 2015](#)
- [Financial Results 2014](#)
- [Financial Results 2013](#)
- [Financial Results 2012](#)
- [Financial Results 2011](#)



Key Financial Dates

[Find out more](#)



Market Announcements

[Find out more](#)



Investor kit

All you need to know about the benefits of sharing in the world's largest dairy exporter.

[Download](#)

Ten years ago:

It was mainly about getting rid of PDFs.

Today:

Same same. Adobe has more clout than I do.

8. Usability must never be sacrificed for the sake of a style guide.



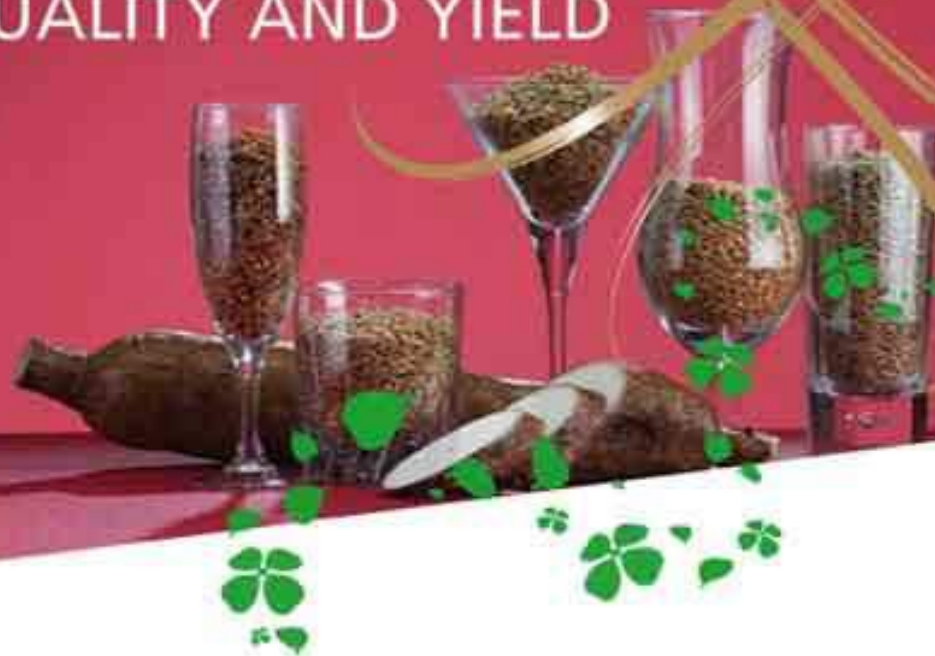
novozymes
Rethink Tomorrow

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- ▶ CUSTOMER CENTER
- ▶ SUSTAINABILITY
- ▶ CAREERS
- ▶ ABOUT US

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SALES OFFICES
SUSTAINABLE SOLUTIONS

CONSISTENT HIGH QUALITY AND YIELD



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PRODUCTS BY INDUSTRY

See our wide product range by industry.

- Detergents
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- Biopolymers

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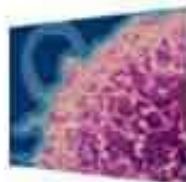
BUSINESS AREAS



Enzymes
Our enzymes streamline industrial processes to the benefit of customers in more than 40 industries.
[Go to Enzymes](#)



Biologicals
Novozymes is the world leader in microorganisms for industrial and consumer product technology.
[Go to Biologicals](#)



Biopharma
We produce pharmaceutical proteins using innovative expression and albumin fusion processes.
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Biopolymers
HyaCare® - state-of-art hyaluronic acid (HA) for the medical device and pharmaceutical industries.
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NOVOZYMES IS
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IN BIOINNOVATION.



Together with customer across a broad array of industries, we create tomorrow's industrial biosolutions, improving our customer's business and the use of our planet's resources.

OUR PRODUCTS



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OUR TECHNOLOGIES



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RECENT HEADLINES



Dec 18, 2007 -
Novozymes completes acquisition of Phlora Bioscience Inc.





PRODUCTS & SOLUTIONS

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Biologicals in use

Before using any of our products, please contact your local Novozymes representative to confirm it is registered for use in your region or area. [Email us](#) or call our International Customer Care Center at +1-540-389-9361.

Products

[Biologicals](#) > [Products](#) > [Overview](#)

Novozymes Biologicals offers biological solutions in areas such as institutional and industrial cleaning, wastewater treatment, agriculture, plant care and aquaculture.

Industry

Application

Product

Reset



PRODUCTS & SOLUTIONS

BIOLOGICALS

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 - Bio-pesticides
 - Bio-yield enhancements
 - Animal farm management
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Agriculture

[Biologicals](#) > [Products](#) > [Agriculture](#) > [Overview](#)

Novozymes produces a series of products and formulations designed for farm applications.

Enzyme-enhanced microbial technology provides biological tools for improving farm management and animal health:

• [Bio-fertility](#)

Bio-fertility products address all or a portion of a crop's fertility needs through a microbial-based solution.

• [Bio-pesticides](#)

Bio-pesticide products are microbial-based solutions to traditional herbicides, fungicides, and insecticides.

• [Bio-yield enhancements](#)

Bio-yield enhancers are microbial-based products that stimulate various underlying biochemical pathways related to enhancing the growth and yield of crops.

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Biologicals in use

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PRODUCTS & SOLUTIONS

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 - Bio-fertility
 - JumpStart
 - N-Prove
 - TagTeam
 - Bio-pesticides
 - Bio-yield enhancements
 - Animal farm management
 - Aquaculture
 - Bioaugmentation and remediation
 - Consumer product technology
 - Institutional and industrial
 - Turf and plant health
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Biofertility

[Biologicals](#) > [Products](#) > [Agriculture](#) > [Bio-fertility](#) > [Summary](#)

Bio-fertility products address all or a portion of a crop's fertility needs through a microbial-based solution.

Rhizobial inoculants for legume crops are the oldest commercially available bio-fertility product. Commercial, single-action inoculants enhance a legume crop's ability to naturally fix nitrogen by introducing highly efficacious strains of rhizobia to the soil with the seed. A microbial nitrogen fertility solution for non-legume crops has been and continues to be an area of much research effort and is a key research project for Novozymes Biologicals.

Many of the world's soils actively bind soil and fertilizer phosphate in inorganic and organic forms that are not available to a crop thereby, impairing the efficiency of fertilizer applications and limiting yield in many circumstances. The successful development and commercialization of the P-solubilizing fungus – *Penicillium bilai* – marketed as JumpStart® in North America by Novozymes Biologicals is a world's first.

• [JumpStart](#)

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- SALES OFFICES



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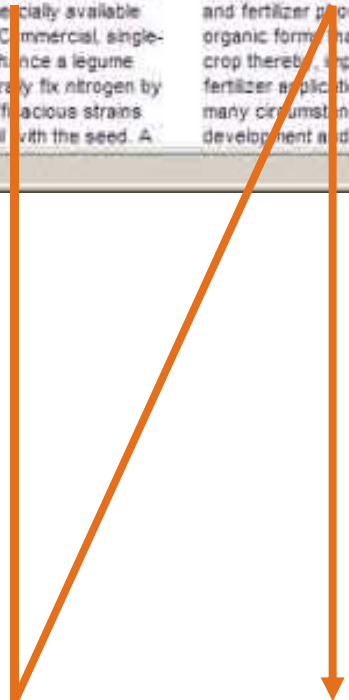
Biofertility

Biologicals > Products > Agriculture > Bio-fertility > Summary

Bio-fertility products address all or a portion of a crop's fertility needs through a microbial-based solution.

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Many of the world's soils actively bind soil and fertilizer phosphate in inorganic and organic forms that are not available to a crop thereby impairing the efficiency of fertilizer applications and limiting yield in many circumstances. The successful development and commercialization of the P-



That was **then.**
But what about **now?**



2009



2010



2012

Ten years ago:

It was about getting ad agencies to understand.

Today:

Smite them down, oh Lord.

Let the geeks inherit the earth!

9. No visitor must be forced to register or surrender personal data unless the site owner is unable to provide a service or complete a transaction without it.



wine.com™

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Innocent Bystander
Shiraz Viognier 2005

JH

Our Price: \$14.99

Monthly Wine Clubs ▶

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the finest regions.



THIS WEEK'S
TOP TEN

OUR MOST POPULAR
94+ RATED WINES ▶

<input type="checkbox"/>	Stonier Chardonnay 2005	\$18.99	94pts
<input type="checkbox"/>	Gloria Ferrer NV Blanc de Noirs	\$18.99	94pts
<input type="checkbox"/>	Marques de Caceres Rioja Reserva ...	\$24.99	94pts
<input type="checkbox"/>	Bernardus Chardonnay 2005	\$19.99	95pts
<input type="checkbox"/>	Parducci True Grit Petite Sirah 2004	\$19.99	94pts
<input type="checkbox"/>	Robert Mondavi Reserve Cabernet ...	\$109.00	95pts
<input type="checkbox"/>	Guigal Chateauneuf-du-Pape 2003	\$48.99	95pts
<input type="checkbox"/>	d'Arenberg d'Arrys Original ...	\$17.29	94pts
<input type="checkbox"/>	Caymus Special Selection Cabernet ...	\$159.00	94pts
<input type="checkbox"/>	Sticks Chardonnay 2004	\$19.79	94pts

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I'm shipping to

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HIGHEST RATED WINES

\$13.99 94pts

in \$29.99 94pts

\$16.79 95pts

2003 Napa Valley Cabernet

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 0 items in your [cart](#) | [checkout](#)

Shipping State Selection

We currently ship to most locations in Florida. However, due to state and local regulations, there are certain areas to which we are unable to deliver.

Please enter your zip code to see if we are able to ship to you. If you don't know the zip code, click [here](#) for a list of Florida zip codes to which we ship.

Desired Zip Code:

GO

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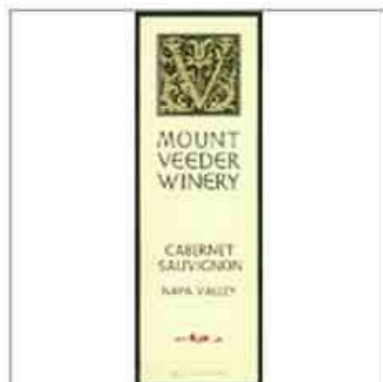
Shipping states - why you must choose before shopping

Because wine availability and pricing may vary from state to state due to the way interstate commerce laws influence our buying patterns, Wine.com created this layover welcome screen to prevent confusion.

We've learned from experience that customers sometimes browse while "shopping in" a default state, then switch states when they're ready to complete an order, only to discover the wine they want isn't available or is priced differently for that location.

We have found that the select-state layover screen, while a little intrusive, almost entirely eliminates the chance of customers being disappointed by the way their order can be affected if they don't choose a shipping state before shopping.





Mount Veeder Cabernet Sauvignon 2004

Cabernet Sauvignon from Napa Valley, California



CG 90

Our Price: \$43.99

ratings pedigree (past vintages):

2003 WE 91



2000 WE 89

1999 WS 88

1996 WS 91

1995 WS 90

1

[add to cart](#)[buy a case](#) [send to a friend](#) [print cellar notes](#) [write a review](#) [bookmark & share](#) [add to wine list](#)

Item No. 91661

related links

shop all:

[Mount Veeder](#)[Wine from Napa Valley](#)[Cabernet Sauvignon](#)

learn about:

[Mount Veeder](#)[Wine from Napa Valley](#)[Cabernet Sauvignon](#)

winemaker's notes:

The Mount Veeder 2004 Cabernet Sauvignon is packed with ripe black fruit, nice herbal notes, great structure and a long finish. This one will drink beautifully now through 2012.

user reviews & wine lists:

number of [reviews](#): 0number of [lists](#): 3

user reviews:

Be the first to [create a review](#) and share your thoughts with other customers.

recommendations

[what does this mean?](#)[view the entire list](#)[Hess Collection
Cabernet Sauvignon
2003](#)

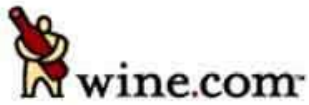
Our Price: \$42.99

[add to cart](#)[Vine Cliff Napa Valley
Cabernet Sauvignon
2003](#)

WE 92

Our Price: \$47.99

[add to cart](#)



sign in

customer care 1-800-592-5870

[1] shopping cart [2] billing information [3] shipping information [4] confirm order

SIGN IN	CREATE AN ACCOUNT
<p>email address <input type="text"/></p> <p>password <input type="password"/></p> <p>Forgot your password? ? <input type="button" value="sign in"/></p>	<p>date of birth <input type="text" value="MM"/> <input type="text" value="DD"/> <input type="text" value="YYYY"/> (Must be 21 yrs old)</p> <p>first name <input type="text"/></p> <p>last name <input type="text"/></p> <p>company (optional) <input type="text"/></p> <p>U.S. zip code <input type="text"/></p> <p>email address <input type="text"/></p> <p>verify email address <input type="text"/></p> <p>Password <input type="password"/> (5-16 characters, case sensitive)</p> <p>verify password <input type="password"/></p> <p><input type="button" value="create account"/></p>

[customer service](#) | [shipping policies](#) | [track your order](#) | [my account](#) | [privacy policy](#)





[continue](#)

ENTER A CREDIT CARD

Bold indicates a required field

type of card

card number

expiration date

card id # ?

country

name on card

address 1

address 2

city

state **zip**

phone

- save this credit card
- use this as my shipping address

tips & hints

- Your billing address must match the address that appears on your monthly credit card statement.
- To edit a credit card, select the card you would like to change from the drop down menu, update your billing information, then click the "save credit card" button. Once the information has been saved press "continue" to proceed with the checkout process.

To redeem a Wine.com gift certificate, enter number here:

?

A credit card must be entered for security and age verification purposes.

[continue](#)



shipping information

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) **[\[3\] shipping information](#)** [\[4\] confirm order](#)

[continue](#)

ENTER A SHIPPING ADDRESS

Bold indicates a required field

full name

company

address 1

address 2

city

state **zip**

country UNITED STATES OF AMERICA

phone

save this address

Yes, I am aware that an adult 21 years or older must be present to sign for this order because it contains wine. We recommend sending your order to a business address for this reason.

Gift recipient email (for gift message and delivery notification)

tips & hints

- **Customers often prefer to send packages containing wine to a business address where an adult 21 years or older will be available to sign for delivery.**
- All deliveries of wine require the signature of an adult 21 years or older. Orders cannot be left at the door.
- Orders will be delivered Monday through Friday between 8:00 am and 5:00 pm.
- We are unable to ship to P.O. or APO/FPO boxes.
- To edit a saved shipping address, select the address you would like to change from the drop down menu, update the shipping information, then click "save address".

Make your gift even more special with gift wrapping and a printed gift message!

By entering a gift message, you indicate your order is a gift and we will withhold all price information from its contents.

item(s) available for gift wrapping:

Mount Veeder 2004 Cabernet Sauvignon
quantity: 1 price: \$43.99

don't gift wrap item(s) (you can still send a gift message!)



box (\$4.99 each)
arrives in a combination of 2 or 3
bottle burgundy gift boxes



bag (\$3.99 each)
arrives wrapped in bag

add a free gift message for your gift card and email
notice (240 characters remaining)



confirm order

customer care 1-800-592-5870

[\[1\] shopping cart](#) [\[2\] billing information](#) [\[3\] shipping information](#) **[\[4\] confirm order](#)**

[email cart items](#)

[cancel order](#)

[place order](#)

BILLING INFORMATION edit	SHIPPING INFORMATION edit	DISCOUNTS and CREDITS edit
MC Last 5 Digits Expiration Eric Reiss Copenhagen, 2100	Eric Reiss Miami, FL, 33156	promotion code: gift certificate:

ITEM	edit	SUBSTITUTE VINTAGE	GIFT WRAP	QTY	UNIT PRICE	TOTAL PRICE
Mount Veeder 2004 Cabernet Sauvignon		Yes		1	\$43.99	\$43.99
gift message:	Hi Eric, Yes, this really is a gift. Cheers, Eric					
	edit					
shipping options:	<input checked="" type="radio"/> standard: estimated arrival 7 business days <input type="radio"/> priority: estimated arrival 7 business days (add \$10.00) <input type="radio"/> express: estimated arrival 6 business days (add \$15.00)			standard shipping:		\$9.95
					subtotal	\$53.94
					tax	\$3.08
					TOTAL	\$57.02

[cancel order](#)

[place order](#)

Important information

- **Sending multiple gift orders?** Complete your first order through the entire checkout process. Then, on the final order confirmation page, click on the icon that reads "Send this order to someone else." Your shopping cart will re-load and you can



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Enter keyword

[search](#)

[advanced search](#)

SHIP TO

FL

Florida



loading cart

Page Cannot Be Found

We apologize, we cannot find the page you are looking for.

You will be redirected to the homepage in a moment.

- browse our [Wine Shop](#)
- browse our [Wine Clubs](#)
- browse our [Gift Center](#)

Or type in a search term

[search](#)



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That was **then.**
But what about **now?**

Title: *

First Name: *


Last Name: *

Gender: *

Male Female

Date of birth: *

Nationality: *

Email: * 

Confirm email: *

Password: * 

Confirm password: *

Submit and continue

Ten years ago:

The marketers were gathering unnecessary data.

Today:

Same same.

Plus inconvenience at the touch of a finger!

10. Break any of these rules
sooner than do anything
outright barbarous!



George Orwell

Author: *Animal Farm*, "1984"

~~Ten~~ **Sixty years ago:**

George was damned smart.

Today:

George's intellect is timeless.

Does the Web Dogma still **work?**

I leave that up to you to **decide.**

**But one thing is beyond discussion:
If we do not demand
better websites and apps,
we will never get them.**

**Don't just prevent bad things
from happening, you can
make wonderful things happen.**

Спасибо!

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