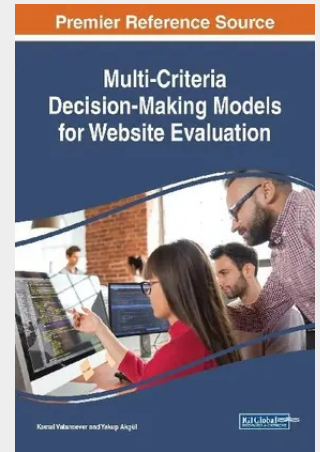


## Multi-Criteria Decision-Making Models for Website Evaluation

With almost every business application process being linked with a web portal, the website has become an integral part of any organization. Satisfying the end user's needs is one of the key principles of designing an effective website. Because there are different users for any given website, there are different criteria that users want. Thus, evaluating a website is a multi-criteria decision-making problem in which the decision maker's opinion should be considered for ranking the website. Multi-Criteria Decision-Making Models for Website Evaluation is a critical scholarly resource that covers the strategies needed to evaluate the navigability and efficacy of websites as promotional platforms for their companies. Featuring a wide range of topics including linguistic modelling, e-services, and site quality, this book is ideal for managers, executives, website designers, graphic artists, specialists, consultants, educationalists, researchers, and students.

With almost every business application process being linked with a web portal, the website has become an integral part of any organization. Satisfying the end user's needs is one of the key principles of designing an effective website. Because there are different users for any given website, there are different criteria that users want. Thus, evaluating a website is a multi-criteria decision-making problem in which the decision maker's opinion should be considered for ranking the website. Multi-Criteria Decision-Making Models for Website Evaluation is a critical scholarly resource that covers the strategies needed to evaluate the navigability and efficacy of websites as promotional platforms for their companies. Featuring a wide range of topics including linguistic modelling, e-services, and site quality, this book is ideal for managers, executives, website designers, graphic artists, specialists, consultants, educationalists, researchers, and students.



**184,40 €**

184,40 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9781522582380

**Medium:** Buch

**ISBN:** 978-1-5225-8238-0

**Verlag:** Engineering Science  
Reference

**Erscheinungstermin:** 25.03.2019

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2019

**Produktform:** Gebunden

**Gewicht:** 719 g

**Seiten:** 200

**Format (B x H):** 183 x 260 mm

