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	Sommario/riassunto	Content preparation is an integral part of the usability equation: it answers the question of what information is needed for effective decision making. Once content preparation has been established, the question ""how to present what"" can be answered. Content Preparation Guidelines for the Web and Information Appliances: Cross-Cultural Comparisons provides a theoretical foundation and operational tools to

effectively prepare content so that users are able to make correct decisions regarding the purchase of goods and services. Traditionally, human aspects of c