

# Stanford

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## Julie G Stanford

- Lecturer, Computer Science
- SCPD Hourly Speaker, Stanford Center for Professional Development

### Publications

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#### PUBLICATIONS

- **Understanding the seductive experience - Extraordinary products seduce the casual user, as well as the paying customer. Software is no exception, as long as it fulfills its promises.** *COMMUNICATIONS OF THE ACM*  
Khaslavsky, J., Shedroff, N.  
1999; 42 (5): 45–49