



Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation (Paperback)

By Vince Casarez, Billy Cripe, Jean Sini

McGraw-Hill Education - Europe, United States, 2008. Paperback. Condition: New. Language: English . Brand New Book. Integrate Web 2.0 trends and technologies into the enterprise Written by a team of experts from the Web 2.0 community and Oracle Corporation, this innovative guide provides a blueprint for leveraging the new culture of participation in an enterprise environment. Reshaping Your Business with Web 2.0 offers proven strategies for the successful adoption of an enterprise 2.0 paradigm and covers the technical solutions that best apply in specific situations. You will find clear guidelines for using Web 2.0 technologies and standards in a productive way to align with business goals, increase efficiency, and provide measurable bottom line growth. Foster collaboration and accelerate information dissemination with blogs and wikis Implement folksonomic strategies to achieve business intelligence, analytics, and semantic web goals Capture and broadcast connection graphs and activity streams via social networks Bring together application data, business analytics, unstructured information, and collaborative interactions in enterprise mashups Enable rich Internet applications with Ajax, Ruby on Rails, Flash, FLEX, and other technologies Connect your Web 2.0 ecosystem through Web services, such as REST and JSON Ensure security and compliance management.



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Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- Andres Bashirian

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

-- Lacy Goldner