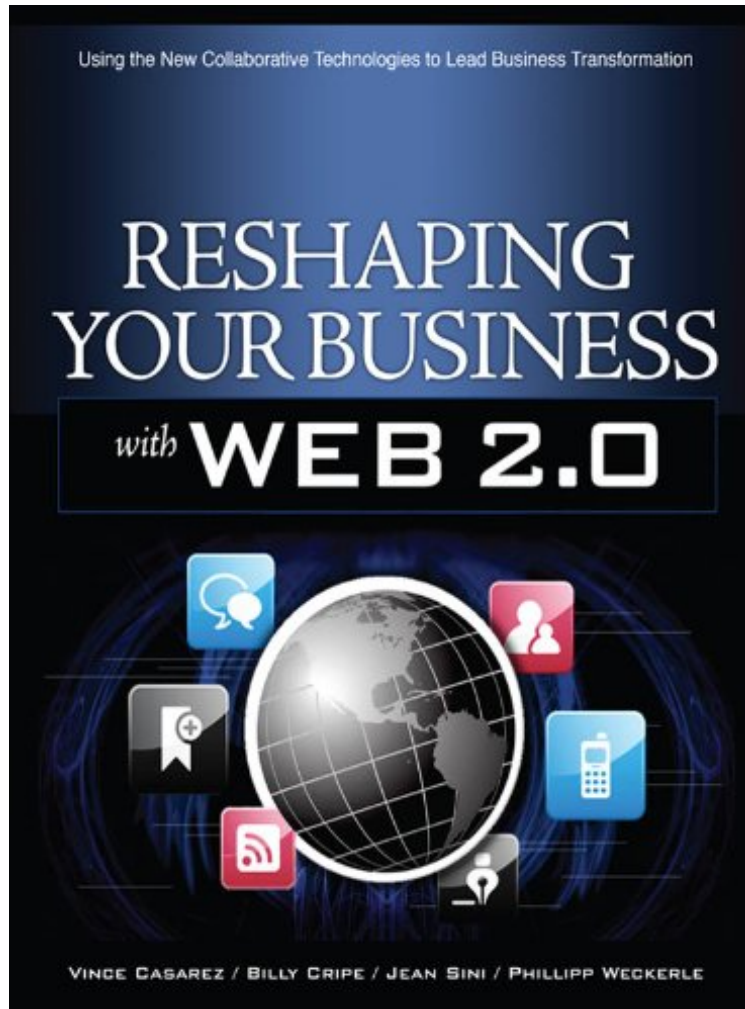


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Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation

Vince Casarez, Billy Cripe, Jean Sini, Philipp Weckerle
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Vince Casarez, Billy Cripe, Jean Sini, Philipp Weckerle : Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation before purchasing it in order to gage whether or not it would be worth my time, and all praised Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation:

2 of 2 people found the following review helpful. Informative!By kc-lamThis book offers a useful introduction to blogs, wikis, social networks, web 2.0 technologies and applications in the enterprise. However, the accounts of semantic web, participation culture and discovery mechanisms of information on the web are mediocre. The writing styles are also difficult. On the whole, the book is quite informative.5 of 6 people found the following review helpful.

Must have for anyone looking to apply Web 2.0 to the enterprise By Credo As a Web 2.0 professional who assists customers in their application of Web 2.0 in an enterprise / business context, this book is extremely valuable. In addition to my efforts to improve understanding of Web 2.0 with my customers, I recommend this book as a means to provide them with a solid foundation and understanding of Web 2.0 (beyond the hype and misinformation out in the Wild, Wild Web) and how these approaches and technologies can provide value in an enterprise context. Fact of the matter, Web 2.0 as a concept is an umbrella over a wide variety of concepts and technologies. In my experience, many IT and business professionals are unfamiliar with Web 2.0 in general or are familiar with one or more in a consumer (outside of work) context often not realizing that they are using elements of Web 2.0. In both cases, most haven't considered if or how Web 2.0 could be used to improve their organizational efficiency, drive down costs and improve customer / partner satisfaction. I'd have given this book 10 stars if possible, it is by far the best Web 2.0 for business book available. If you work for a company that has customers, employees and/or partners (facetious but true) you owe it to yourself to read this book. Web 2.0 is really game changing, companies that "get it" and use it, will be more efficient than their competitors will ever be. I've experienced this first hand many times over the past few years. Its a easy read too, with a good balance of business, value and technology topics (and common sense, practical and pragmatic too, which is often missing in "technology for the Enterprise" books). Regards, Richard

5 of 12 people found the following review helpful. Covers a Broad Swath By W. Cripe First Disclosure: I'm one of the authors. Now, this book should be in every CxO's briefcase. It covers all the buzzwords of "web 2.0" and "enterprise 2.0" while relating it to specific business scenarios. Much more than google maps for my employees, it delves into business intelligence, user productivity, process efficiency as well as managerial efficiency. Sections 1 and 3 are conceptually oriented and do a good job of explaining meaning and application of things like crowd sourcing, wikis, and the semantic web. Section 2 is rich with explanation of the alphabet soup of APIs, languages, protocols that seem to swarm web 2.0 discussions. The book never becomes preachy. An easy read in a 3-4 hour flight.

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

About the Author Vince Casarez, vice president, Oracle Corporation, focuses on Web 2.0 technology development, Enterprise 2.0, and portal products. Billy Cripe, director of product management, Oracle Corporation, focuses on Enterprise 2.0 strategy and Enterprise Content Management products. Jean Sini co-founded the Web 2.0 startup Activeweave in 2005, acquired in April 2008 by Buzzlogic, where he is currently chief technology officer. Philipp Weckerle leads the product management efforts on Oracle Reports and Content Integration at Oracle Corporation. He has more than 15 years of experience in the software industry.