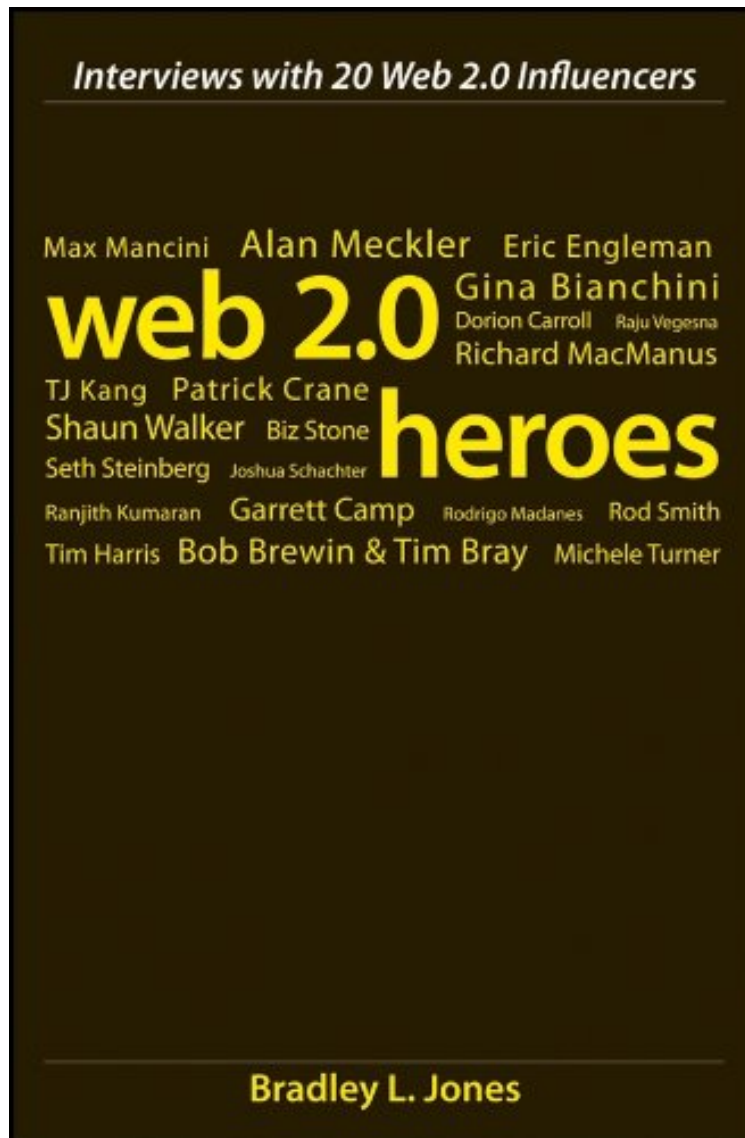


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Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers

Von Bradley L. Jones

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Von Bradley L. Jones : Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers before purchasing it in order to gage whether or not it would be worth my time, and all praised Web 2.0 Heroes: Interviews with 20 Web 2.0 Influencers:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. solid / ok,Von Franco Ardayou get what's on the cover; 20 interviews with Web 2.0 influencers. as with many interview books, some interviews are more/less appealing to the reader. what is crucial is that at least some should be worth

reading and useful. to me, the book succeeds mostly. i found the following interviews particularly interesting; Alan Meckler (internet.com). a lot to learn from somebody who's been in the publishing business since 1969. as to expected from a veteran, he has some challenging statements like `99% of all Web 2.0 properties will never make a diem`. Gina Bianchi (ning.com) was another great interview which sparked lots of enthusiasm for the social network supported by numbers.a good and solid read - unfortunately far from a must Web 2.0 book

Kurzbeschreibung Web 2.0 may be an elusive concept, but one thing is certain: using the Web as merely a means of retrieving and displaying information is history. Today's Web is immediate, interactive, innovative. It is user-controlled and community-driven. Organizations, marketers, application developers, and communicators must be ready to respond and to innovate or be left behind, and the experts featured on these pages are leading the charge. Their ideas are fresh, sometimes experimental, necessarily flexible, and always on the leading edge to prepare you for a Web where users rule.

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Synopsis Web 2.0 is impacting nearly everyone doing modern web development. People know they need to understand what Web 2.0 is and why it is important. This book presents a candid look at Web 2.0. It provides perspectives and insights from industry leaders and industry leading companies. It presents the information from these innovators in a first person perspective in the format of interviews. The reader will learn about Web 2.0 from industry experts while obtaining in insights into where the experts and leading companies see Web 2.0 going in the future. Interviews include: eBay, Microsoft, Sun Microsystems, Adobe/Macromedia, YouSendIt, IBM, Bloglines, Ning, Technorati, Zoho, Richard, MacManus: Web 2.0, WorkGroup, Read/Write Web, ThinkFree, to name a few.