



Reshaping Your Business with Web 2.0: Using New Social Technologies to Lead Business Transformation (Consumer Application & Hardware - OMG)

By Vince Casarez, Billy Cripe, Jean Sini, Philipp Weckerle

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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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Editorial Review

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.

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Joseph Russell:

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