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Web 2.0: a Strategy Guide

By Amy Shuen

O'Reilly Media, Inc, USA. Paperback. Book Condition: new. BRAND NEW, Web 2.0: a Strategy Guide, Amy Shuen, Web 2.0 makes headlines, but how does it make money? This concise guide explains what's different about Web 2.0 and how those differences can improve your company's bottom line. Whether you're an executive plotting the next move, a small business owner looking to expand, or an entrepreneur planning a startup, "Web 2.0: A Strategy Guide" illustrates through real-life examples how businesses, large and small, are creating new opportunities on today's Web. This book is about strategy. Rather than focus on the technology, the examples concentrate on its effect. You will learn that creating a Web 2.0 business, or integrating Web 2.0 strategies with your existing business, means creating places online where people like to come together to share what they think, see, and do. When people come together over the Web, the result can be much more than the sum of the parts. The customers themselves help build the site, as old-fashioned 'word of mouth' becomes hypergrowth. "Web 2.0 : A Strategy Guide" demonstrates the power of this new paradigm by examining how: Flickr, a classic user-driven business, created value for itself by helping...



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