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Nota di contenuto	Trust and Reputation for Service-Oriented Environments; Contents; Preface; Author Introduction; Acknowledgement; 1 Trust and Security in Service-oriented Environments; 1.1 Introduction; 1.2 Why Trust?; 1.3 Trust and Security; 1.3.1 Security; 1.3.2 Trust; 1.3.3 Trust in Security Context; 1.3.4 Trust in the Business Context; 1.4 Service-oriented Environment; 1.4.1 Environment; 1.4.2 Essential Elements in the Technology-based Environment; 1.4.3 Service-oriented Environment; 1.4.4 Issues in Service-oriented Environments; 1.5 Agents in Service-oriented Environments 1.5.1 Agents in Service-oriented Environments 1.5.2 Sellers; 1.5.3 Buyers; 1.5.4 Users; 1.5.5 Websites; 1.6 Business in a Service-oriented

Environment; 1.6.1 Products; 1.6.2 Services; 1.6.3 Quality of Goods; 1.6.4 Quality of Service; 1.6.5 Quality of Goods Measure; 1.6.6 Quality of Service Measure; 1.7 Infrastructure in Service-oriented Environments; 1.7.1 Client-Server Network; 1.7.2 Peer-to-Peer Network (P2P Network); 1.7.3 Grid Network; 1.7.4 Ad hoc Network; 1.7.5 Mobile Network; 1.8 Technology in Service-oriented Environments; 1.8.1 Service-oriented Architecture (SOA); 1.8.2 Web Service 1.8.3 Web Service as Software Technology 1.8.4 Web Service as a Business Solution; 1.9 Trust in Service-oriented Environments; 1.10 Chapter Summary; References; 2 Trust Concepts and Trust Model; 2.1 Introduction; 2.2 Trust Environments; 2.2.1 The Physical Trust Environment; 2.2.2 The Virtual Trust Environment; 2.3 Trust Definitions in Literature; 2.3.1 Trust Definition in Sociology, Psychology, Business and Law; 2.3.2 Trust Definition in Computing; 2.4 Advanced Trust Concepts; 2.4.1 Trust; 2.4.2 Trusting Agent and Trusted Agent; 2.4.3 Belief; 2.4.4 Context; 2.4.5 Willingness; 2.4.6 Capability 2.4.7 Time Space, Time Slot and Time Spot 2.4.8 Delivery; 2.4.9 Mutually Agreed Service; 2.5 Trust Relationships; 2.5.1 Trust Relationships and Trust Values; 2.5.2 Unidirection in Trust Relationship; 2.5.3 Multi-Context, Multi-Trust, Multi-Relationships; 2.6 Trust Relationship Diagram; 2.6.1 Many-Many-to-One Trust Relationship; 2.6.2 Contexts and Time slots; 2.7 Trust Attributes and Methods; 2.7.1 Trust Attributes; 2.7.2 Values for Trust Attributes; 2.7.3 Trust Methods; 2.8 Initiation of the Relationship; 2.8.1 Initiation; 2.8.2 Direct Interaction; 2.8.3 Recommendation; 2.8.4 History Review 2.8.5 Initiation of the Relationship and Notations 2.9 The Trust Model; 2.9.1 Existing Trust Models; 2.9.2 Trust Model and Trust-based Decision; 2.9.3 New Trust Models; 2.10 Chapter Summary; References; 3 Trustworthiness; 3.1 Introduction; 3.2 Trustworthiness in Literature; 3.2.1 Existing Definitions of Trustworthiness; 3.2.2 Existing Trustworthiness Scales; 3.3 Advanced Trustworthiness Definition; 3.3.1 Trustworthiness; 3.3.2 A Measure; 3.3.3 The Level of Trust; 3.3.4 Quantifies the Trust Values; 3.3.5 Trustworthiness Scale; 3.4 Seven Levels of the Trustworthiness 3.4.1 Seven Trustworthiness Levels

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## Sommario/riassunto

Trustworthiness technologies and systems for service-oriented environments are re-shaping the world of e-business. By building trust relationships and establishing trustworthiness and reputation ratings, service providers and organizations will improve customer service, business value and consumer confidence, and provide quality assessment and assurance for the customer in the networked economy. Trust and Reputation for Service-Oriented Environments is a complete tutorial on how to provide business intelligence for sellers, service providers, and manufacturers. In an accessible style,

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