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Sommario/riassunto	This book provides a comprehensive treatment of the rapidly changing world of Web-based business technologies and their often-disruptive innovations. The history of the Web is a short one. Indeed many college graduates today were not even born when the Web first emerged. It is therefore an opportune time to view the Web as having reached the point of graduation. The Web has led to new ways in which businesses connect and operate, and how individuals communicate and socialize;

related technologies include cloud computing, social commerce, crowd sourcing, and the Internet of Things, to name but a few. These developments, including their technological foundations and business impacts, are at the heart of the book. It contextualizes these topics by providing a brief history of the World Wide Web, both in terms of the technological evolution and its resultant business impacts. The book was written for a broad audience, including technology managers and students in higher education. It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who, in the course of their career paths, have reached a point where IT-related decisions have become their daily business, e.g., in digital transformation. The book describes the most important Web technologies and related business applications, and especially focuses on the business implications of these technologies. As such, it offers a solid technology- and business-focused view on the impact of the Web, and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on “behind the scenes.”

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