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Autore	Applen J. D.
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## Sommario/riassunto

The Rhetorical Nature of XML is the first volume to combine rhetoric, XML, and knowledge management in a substantive manner. It serves as a primer on XML and XML-related technologies, illustrating how the naming of XML elements can be understood as a rhetorical act, and detailing the essentials of knowledge management practices that illustrate the need for intelligently conceived databases in organizations. Authors J.D. Appen and Rudy McDaniel explain how technical knowledge and rhetorical knowledge are symbiotic assets in the modern information economy, emphasizing that skilled

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