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	Autore	Vossen Gottfried
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Sommario/riassunto

The emergence of Web 2.0 is provoking challenging questions for developers: What products and services can our company provide to customers and employees using Rich Internet Applications, mash-ups, Web feeds or Ajax? Which business models are appropriate and how do we implement them? What are best practices and how do we apply them? If you need answers to these and related questions, you need this book-a comprehensive and reliable resource that guides you into the emerging and unstructured landscape that is Web 2.0.* Presents a complete view of Web 2.0 including services an