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Autore	Golding Paul <1968->
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Nota di contenuto	CONNECTED SERVICES; Contents; Foreword; Preface; 1 Connected Services: The Collision of Internet with Telco; 1.1 Connected What?; 1.2 Ubiquity: IP Everywhere or Software Everywhere?; 1.3 Six Models for Potential Operator Futures; 1.3.1 Access Provider; 1.3.2 Connected Services Platform; 1.3.3 Distribution Channel; 1.3.4 Seamless Services Provider; 1.3.5 Financial Merchant; 1.3.6 Social Telco; 1.3.7 Start Thinking Platforms; 1.3.8 Execution; 1.4 "Follow Me" Web - Social Networks and Social Software; 1.5 What are Platforms and Why are They Important?; 1.5.1 Platform Patterns for Telcos 1.5.2 Marketplace and Service Platforms 1.5.3 Data and Mash-Up Platforms; 1.5.4 Platform as a Service; 1.5.5 Do Platforms Work?; 1.6 From Platforms to Ecosystems; 1.7 Where's the Value?; 1.8 What Should We Build? It's Still About the Experience!; 1.9 Summary; 2 The Web 2.0 Services Ecosystem, How It Works and Why; 2.1 Introduction; 2.2 Beneath the Hood of Web 2.0: CRUD, MVC and REST; 2.3 LAMP and Beyond: Web Frameworks and Middleware; 2.3.1 Introducing LAMP;

2.3.2 Web Frameworks; 2.3.3 Agile - Coding at the Speed of Thought; 2.3.4 Summary - "Why Frameworks Work"

2.4 Open by Default: Open Source, Open APIs and Open Innovation

2.4.1 The Different Types of Open; 2.4.2 Open, Open, Open!; 2.4.3 Summary ("Why Open Works . . ."); 2.5 One App Fits All? HTML5 and the Modern Browser; 2.5.1 Summary ("Why the Browser Works"); 2.6 It's all About People: Social Computing; 2.6.1 Exploiting Relationships - The Social Graph; 2.6.2 Exploiting Interests - Context Awareness; 2.6.3 Portable Data; 2.6.4 Mobile is THE Social Device; 2.6.5 Summary ("Why Social Computing Works"); 2.7 User Participation, Co-Creation and Analytics; 2.7.1 User Participation; 2.7.2 Co-Creation

2.7.3 Analytics 2.7.4 Summary ("Why User-Voice Works"); 2.8 Standing on the Shoulders of Giants: APIs and Mash-Ups; 2.8.1 Summary ("Why Mash-Ups Work"); 2.9 Mobile 2.0 - It's Really a Developer Thing!; 2.9.1 Mobile 2.0; 2.9.2 Mobile as THE Platform (Again); 3 The Web Operating System - The Future (Mobile) Services Platform; 3.1 Why is the Concept of a Web OS Important?; 3.1.1 Summary; 3.2 Internet of Things; 3.2.1 Summary; 3.3 Making Sense of Data; 3.3.1 Data Semantics; 3.3.2 Data Relationships; 3.3.3 Meta-Data Tools: Ontologies, OWL, RDF; 3.3.4 Meta-Data Tools: Tagging and Folksonomies

3.3.5 RDFa - Embedding Meta-Data Within Web Pages 3.3.6 Meta-Data Tools: Twitter and Annotations "Twannnotations"; 3.3.7 Summary; 3.4 Future Web: "People OS?"; 3.4.1 Introduction; 3.4.2 Social Networks; 3.4.3 Social APIs and Platform Thinking (Again); 3.4.4 Open Social API - A Cross-Platform People OS?; 3.4.5 Open Social API - The Mechanics; 3.4.6 Emergence of a Person OS at the UI layer; 3.4.7 Privacy and Personas; 3.5 Social Telcos and the Web OS; 3.5.1 Where are the Telcos?; 3.5.2 Telco Social Graph and APIs; 3.5.3 Identity and Security;

4 Big Data and Real-Time Web

4.1 What is Big Data and Where Did it Come From?

Sommario/riassunto

""Connected Services is a must-read for telco strategists who need to get up to speed on how the world of software and the web 2.0 works.""

Andreas Constantinou, Research Director, VisionMobile ""This book is a must read for those charged with leading innovation in a world of connected services where telco and Internet collide."" - Jason Goecke, VP of Innovation, Voxeo Labs

This book explains the common underlying technological themes that underpin the new era of connected services in a post Web 2.0 epoch In this book, the author explores the underlying technologic
