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Meebo; I Don't Think There is Anything Right or Wrong About Web 2.0; Sound Bites; Chapter 13: Joshua Schachter: del.icio.us; The Limiting Factor Is Imagination and Implementation Skill; Sound Bites; Chapter 14: Ranjith Kumaran: YouSendIt; At a High Level, Web 2.0 is About Enabling Interesting Conversations and Collaboration; Sound Bites; Chapter 15: Garrett Camp: StumbleUpon; It is About the User Experience, Not the Technologies; Sound Bites; Chapter 16: Rodrigo Madanes: Skype

Web 2.0 Is Changing People's Lives and Changing Industries Sound Bites; Chapter 17: Rod Smith: IBM Corporation; Web 2.0 Is That Intersection of Social Changes, Economic Changes, and Technology Changes; Sound Bites; Chapter 18: Tim Harris: Microsoft Corporation; There Is No Consensus in the Industry of What Web 2.0 Is; Sound Bites; Chapter 19: Bob Brewin & Tim Bray: Sun Microsystems; It Is All about the Information Flow; Sound Bites; Chapter 20: Michele Turner: Adobe Systems Incorporated; We Are on the Edge of This Very Exciting Time; Sound Bites; Index

Sommario/riassunto

Web 2.0 may be an elusive concept, but one thing is certain: using the Web as merely a means of retrieving and displaying information is history. Today's Web is immediate, interactive, innovative. It is user-controlled and community-driven. Organizations, marketers, application developers, and communicators must be ready to respond and to innovate or be left behind, and the experts featured on these pages are leading the charge. Their ideas are fresh, sometimes experimental, necessarily flexible, and always on the leading edge to prepare you for a Web where users rule.
