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Office and map applications

3.2 APIs, WPCs, and their mash-ups3.2.1 The situation in Web 1.0; 3.2.2 Content syndication with Web feeds; 3.2.3 Mash-ups based on WPCs; 3.3 Tagging; 3.3.1 Flickr and tagging; 3.3.2 Social bookmarking; 3.3.3 Folksonomies; 3.4 Summary; Chapter 4 Sample Frameworks for Web Application Development; 4.1 Development methodologies; 4.2 Client-side Ajax frameworks; 4.2.1 Kabuki Ajax toolkit; 4.2.2 Development of a Zimlet using AjaxTK; 4.3 Server-side frameworks; 4.3.1 Ruby on Rails; 4.3.2 Creating a Web application with Rails; 4.4 Frameworks for other RIA technologies 4.4.1 RIA development with OpenLaszlo4.4.2 Flash versus Ajax; 4.5 Summary; Chapter 5 Impacts of the Next Generation of the Web; 5.1 Business models for Internet and Web; 5.1.1 Commission-based brokerage and merchants; 5.1.2 Advertising; 5.1.3 Information intermediaries; 5.1.4 The community and the subscription models; 5.1.5 Summary; 5.2 Data ownership; 5.3 Software as a Service (SaaS); 5.3.1 A look back: the ASP model; 5.3.2 The provider-oriented view; 5.3.3 The consumer-oriented view and service customization; 5.4 Socialization and cocreation of content; 5.4.1 Social search 5.4.2 Social aspects of software5.4.3 Impacts of online social networks; 5.4.4 User-generated content in advertising; 5.4.5 Second Life; 5.5 Summary; Chapter 6 The Semantic Web and Web 2.0; 6.1 Basics; 6.1.1 Search revisited; 6.1.2 Data and information integration; 6.1.3 The Semantic Web idea; 6.1.4 The structure of the Semantic Web; 6.2 Languages of the Semantic Web; 6.2.1 The Resource Description Framework (RDF); 6.2.2 RDF Schema (RDFS); 6.2.3 Web Ontology Language (OWL); 6.3 Ontologies; 6.3.1 Introduction; 6.3.2 Design of an ontology 6.3.3 OntoMedia: an ontology-based personal entertainment system

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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

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