ENTERPRISE 2.0 IMPLEMENTATION:
Integrate Web 2.0 Services into Your Enterprise

Aaron Newman, Jeremy Thomas

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Deploy Dynamic Web 2.0 Services in Corporate Networks

Facilitate collaboration and foster internal innovation by integrating next-generation Web 2.0 technologies throughout your enterprise IT framework. Packed with real-world examples and timesaving tips, *Enterprise 2.0 Implementation* shows how to use viral and social networking tools to gain the competitive edge. Get full details on managing corporate blogs, wikis, mashups, RSS feeds, tagging and bookmarking data, and RIAs. You'll also learn how to maximize ROI, use Semantic Web technologies, and implement security.

- Expand corporate presence to Facebook, MySpace, LinkedIn, and Ning
- Build internal social networks using open source and commercial applications
- Reduce infrastructure and IT costs through SaaS vendors
- Consolidate disparate information using Enterprise 2.0 Discovery
- Manage wikis, blogs, mashups, and RSS/Atom feeds
- Set up Rich Internet Applications
- Develop security, risk management, and disaster recovery strategies

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