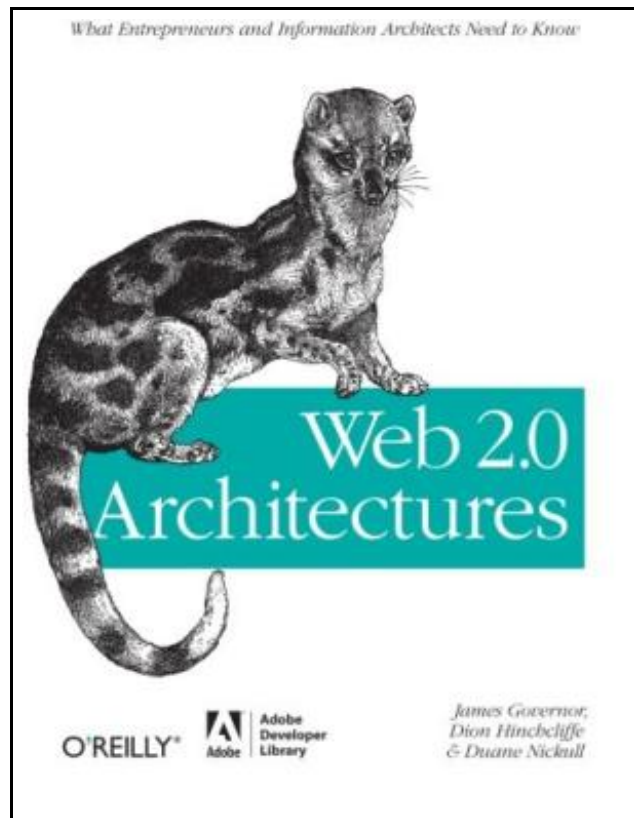# Web 2.0 Architectures: What Entrepreneurs and Information Architects Need to Know (Paperback)

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O Reilly Media, Inc, USA, United States, 2009. Paperback. Book Condition: New. 232 x 180 mm. Language: English . Brand New Book. Web 2.0 is more pervasive than ever, with business analysts and technologists struggling to comprehend the opportunity it represents. But what exactly is Web 2.0 - a marketing term or technical reality? This fascinating book finally puts substance behind the phenomenon by identifying the core patterns of Web 2.0, and by introducing an abstract model and reference architecture to help you take advantage of them. In Web 2.0 Architectures , authors Duane Nickull, Dion Hinchcliffe, and James Governor - who have 40 years of combined experience with technical specifications and industry trends - examine what makes successful Web 2.0 services such as Google AdSense, Flickr, BitTorrent, MySpace, Facebook, and Wikipedia tick. The result is a base of knowledge that developers, business people, futurists, and entrepreneurs can understand and use as a source of ideas and inspiration. This book reveals: a Model for Web 2.0 - an in-depth look at how the classic Client-Server model has evolved into a more detailed Web 2.0 model; Web 2.0 Reference Architecture - a generic component view that helps decision-makers recognize basic patterns in existing Web 2.0 applications - patterns that can be repurposed for other commercial ventures; and Specific Patterns of Web 2. 0 - How Service Oriented Architecture (SOA), Software as a Service pattern (SaaS), Participation-Collaboration Pattern, AJAX, Mashups, Rich User Experience (a.k.a. RIA), Collaborative Tagging Systems (Folksonomy), and more can be used in your technology business. In true Web 2.0 fashion, Nickull, Hinchcliffe, and Governor will present the reference architecture and patterns on their companion website so that people in the industry can augment it and continue the discussion.

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