



Pull: The Power of the Semantic Web to Transform Your Business

David Siegel

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The first clear guide to the Semantic Web and its upcoming impact on the business world

Imagine that, in 1992, someone handed you a book about the future of something called the World Wide Web. This book claimed that through a piece of software called a "browser", which accesses "web sites", the world economy and our daily lives would change forever. Would you have believed even 10 percent of that book? Did you take advantage of the first Internet wave and get ahead of the curve?

Pull is the blueprint to the next disruptive wave. Some call it Web 3.0; others call it the semantic web. It's a fundamental transition from pushing information to pulling, using a new way of thinking and collaborating online. Using the principles of this book, you will slash 5-20 percent off your bottom line, make your customers happier, accelerate your industry, and prepare your company for the twenty-first century. It isn't going to be easy, and you don't have any choice. By 2015, your company will be more agile and your processes more flexible than you ever thought possible.

The semantic web leads to possibilities straight from science fiction, such as buildings that can order their own supplies, eliminating the IRS, and lawyers finally making sense. But it also leads to major changes in every field, from shipping and retail distribution to health care and financial reporting.

Through clear examples, case studies, principles, and scenarios, business strategist David Siegel takes you on a tour of this new world. You'll learn:

- Which industries are already ahead.
- Which industries are already dead.
- How to make the power shift from pushing to pulling information.
- How software, hardware, media, and marketing will all change.
- How to plan your own strategy for embracing the semantic web.

We are at the beginning of a new technology curve that will affect all areas of business. Right now, you have a choice. You can decide to start preparing for the exciting opportunities that lay ahead or you can leave this book on the shelf and get left in the dust like last time.

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Susan Dixon:

The guide with title Pull: The Power of the Semantic Web to Transform Your Business possesses a lot of information that you can find out it. You can get a lot of help after read this book. This kind of book exist new expertise the information that exist in this publication represented the condition of the world currently. That is important to yo7u to understand how the improvement of the world. That book will bring you inside new era of the internationalization. You can read the e-book in your smart phone, so you can read the item anywhere you want.

Brandon Adams:

Why? Because this Pull: The Power of the Semantic Web to Transform Your Business is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will zap you with the secret it inside. Reading this book next to it was fantastic author who write the book in such amazing way makes the content inside of easier to understand, entertaining means but still convey the meaning totally. So , it is good for you because of not hesitating having this anymore or you going to regret it. This unique book will give you a lot of advantages than the other book possess such as help improving your talent and your critical thinking approach. So , still want to hesitate having that book? If I ended up you I will go to the guide store hurriedly.

Michael Green:

Playing with family in the park, coming to see the sea world or hanging out with buddies is thing that usually you could have done when you have spare time, and then why you don't try point that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of knowledge. Even you love Pull: The Power of the Semantic Web to Transform Your Business, you may enjoy both. It is good combination right, you still want to miss it? What kind of hang type is it? Oh come on its mind hangout guys. What? Still don't obtain it, oh come on its identified as reading friends.

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