Pull The Power Of Semantic Web To Transform Your Business David S Siegel

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Pull The Power Of Semantic In "Pull: The Power of the Semantic Web to Transform Your Business", Siegel presents what I call a "marketers vision" of the semantic web. He is able to cover a breadth of current industries with in-depth ideas of how efficiencies could be introduced by large-scale systemic semantic improvements. Pull: The Power of ...

Pull The Power Of Semantic Web To Transform Your Business ...
As a pull adept I live and breese by what I call IT 3.0, cloud + semantic technology ,Web 3 being the browser application part of the semantic universe. This book is of critical importance to those who need to understand the power of pull and are looking for an education and a practical concrete view of what is coming and how.

Pull: The Power of the Semantic Web to Transform Your ...
Despite the subtitle, the basic idea of "Pull" is not actually about the Semantic Web at all: it's that, in the future, the services and products we use will know everything they need to about us - so that, for example, when we enter a hospital, the systems there will already know our complete medical history.

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Using this semantic web requires making a fundamental transition from pushing information to pulling, thinking and collaborating in a different fashion from Web 1.0 and 2.0. Customers pull all info toward them about products and services, so that advice is more useful and reusable. The End of Push--what a concept! flag Like · see review

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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.

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Daniel Mayer, VP product and marketing at TEMIS, gave some examples of the ways this approach is being used: 'Semantic enrichment is helping publishers make their content more compelling, drive audience engagement and content usage by providing metadata-based discoverability features such as search-engine optimisation, improved search, taxonomy/faceted navigation, links to structured information about topics mentioned in content, "related content", and personalisation.'

The power of semantics | Research Information

-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.

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

Most people have never heard of the Semantic Web, but it's coming soon - and likely to be as transformative for the way people do business as the World Wide Web was in the 1990s. Information, products and services will move from being 'pushed' by providers to being 'pulled' by customers.

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