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

By 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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Pull: The Power of the Semantic Web to Transform Your Business By David Siegel Bibliography

- Sales Rank: #1355239 in Books
- Published on: 2009-12-31
- Released on: 2009-12-31
- Original language: English

- Number of items: 1
- Dimensions: 9.30" h x 1.04" w x 6.32" l, 1.10 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

From Publishers Weekly
According to Siegel (*Futurize Your Enterprise*), the semantic web, a more standardized version of today's Web where our data will be so precisely parsed as to make logical conclusions possible, will enable our online information to be stored in a personal online locker from birth, keeping all vital information such as addresses automatically updated and vastly streamlining how we do business. He posits that the semantic web will morph our current push oriented strategy, in which providers push products and services, to an individually customized pull economy. Using bowling as an example, Siegel explains that in the past, a bowler scored every game by hand; in the mid-1980s, many bowling alleys moved to pin-setting machines tied to computers that automatically calculated and displayed scores (pushing); in the future, he predicts, a bowler will enter any venue, bowl (possibly against players in other venues worldwide) and all the data will be collected and housed in a personal online locker along with statistics of past games (pulling). This thought-provoking read is sure to spark ideas about what it will take to succeed in tomorrow's marketplace. *(Dec.)*
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From **Booklist**
Siegel was an early proponent of the Internet and started blogging in 1994, before the term was invented. He built some of the first Web sites and has been writing and lecturing about the Web since 1997. Always ahead of the curve, Siegel envisions the future of "smart computing" which will unfold over the next 10 years, where your data "follows you around" and is accessible from anywhere through the Web, predicting that hardware and operating systems will become obsolete as the Web itself becomes the computer. We're already seeing a move in this direction with cell-phone data and the introduction of the Netbook; "smart chips" embedded in products now allow for more efficient tracking from manufacturing to distribution and retail. Next, these smart chips will be able to relay data to customers and repair facilities about part numbers, manufacturing date of the product, and much more. Some of the trends Siegel portends have a bit of a "future shock" quality to them, but he seems to want to shrug off the anxieties and focus instead on the possibilities.
--David Siegfried

Review

"A seminal work on the semantic movement and what it means for business."
-John Doerr, partner, KPCB

"David Siegel lays out in simple terms the architecture of a revolution that will change all businesses. I recommend it for managers and entrepreneurs who want to get ahead of the next wave."
-Jay Walker, founder, Priceline.com

"There are at least ten killer business ideas in here."
-Vinod Khosla, Khosla Ventures

"Most companies are not prepared for the Semantic Web. Siegel offers visionary yet practical advice for understanding what it is and how to build a business case going forward. It's time for managers to learns what's coming and how to respond. Leave this book on the shelf at your own peril."
-Dan Farberm, editor in chief, CNET News

"Twenty books will be written on top of this book. It's not science fiction, it's a road map to the future."
-Mills Davis, founder, Project10x.com

"This stuff is disruptive. It reminds me of *The Road Ahead* back in 1999--a set of useful predictions for what's coming, and it's already well under way."
-Joe Britt, Founder of Danger, a subsidiary of Microsoft

"Siegel shows us the highly compelling services and startups that emerge as web servers start to share information among one another."
-David Cowan, Bessemer Venture Partners

Users Review

From reader reviews:

Marvin Perdue:

Have you spare time for the day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity regarding spend your time. Any person spent their very own spare time to take a walk, shopping, or went to the Mall. How about open or even read a book eligible Pull: The Power of the Semantic Web to Transform Your Business? Maybe it is for being best activity for you. You already know beside you can spend your time together with your favorite's book, you can smarter than before. Do you agree with the opinion or you have various other opinion?

Novella Tinch:

Now a day individuals who Living in the era wherever everything reachable by talk with the internet and the resources within it can be true or not call for people to be aware of each info they get. How individuals to be smart in acquiring any information nowadays? Of course the correct answer is reading a book. Reading through a book can help people out of this uncertainty Information specifically this Pull: The Power of the Semantic Web to Transform Your Business book as this book offers you rich data and knowledge. Of course the knowledge in this book hundred percent guarantees there is no doubt in it everbody knows.

Mamie Crossett:

This book untitled Pull: The Power of the Semantic Web to Transform Your Business to be one of several books this best seller in this year, that is because when you read this e-book you can get a lot of benefit in it. You will easily to buy this specific book in the book retail store or you can order it by way of online. The publisher of this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smart phone. So there is no reason to your account to past this reserve from your list.

Bernice Bland:

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