



Web 2.0 and Social Networking for the Enterprise: Guidelines and Examples for Implementation and Management Within Your Organization

Joey Bernal

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Web 2.0 and Social Networking for the Enterprise: Guidelines and Examples for Implementation and Management Within Your Organization Joey Bernal **The Hands-On Guide to Thriving with Web 2.0 and Social Networking**

- Deepen employee and coworker relationships, improve productivity, strengthen collaboration, and boost creativity
- Embrace, support, and manage social networking so it works for you, not against you
- Best practices and new case studies from IBM® and many of its most innovative portal and social networking sites

This book provides hands-on, start-to-finish guidance for business and IT decision-makers who want to drive value from Web 2.0 and social networking technologies. IBM expert Joey Bernal systematically identifies business functions and innovations these technologies can enhance and presents best-practice patterns for using them in both internal- and external-facing applications. Drawing on the immense experience of IBM and its customers, Bernal addresses both the business and technical issues enterprises must manage to succeed. He offers insights and case studies covering multiple technologies, including AJAX, REST, Atom/RSS, enterprise taxonomies, tagging, folksonomies, portals, mashups, blogs, wikis, and more. He also presents practical guidance for building robust, secure, collaborative applications by using applications and services from multiple sources with powerful tools such as WebSphere® Portal, Lotus® Connections, and IBM Mashup Center.

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