

Deitels' Free eBook Answers, "What is Web 2.0?"

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Press release from: [Deitel & Associates, Inc.](#)

Maynard, Massachusetts, September 21, 2007—Best-selling authors Paul Deitel and Harvey Deitel have released Dive Into® Web 2.0—a free eBook that industry experts and academics are praising as one of the best references available on Web 2.0. It is “a broad introduction to the Web 2.0 phenomenon, covering the major players and technology platforms,” says Eric Lawrence of Microsoft. It introduces the principles, applications, technologies, companies, business models and monetization strategies of Web 2.0.

“Dive Into Web 2.0, along with the free Resource Centers on our website, evolved from research we’ve done to build our own Web 2.0 businesses,” said Abbey Deitel, President of Deitel & Associates, Inc. “In the spirit of Web 2.0, we’re sharing this research with the community. We hope it becomes a launching point for students, entrepreneurs and anyone interested in the next generation of e-business.”

The eBook defines the characteristics of Web 2.0, why search is fundamental to Web 2.0 and how Web 2.0 empowers the individual. It discusses the importance of collective intelligence and network effects, and the significance and growth of blogging. It helps readers gain a better understanding of social networking, social media and social bookmarking, and how tagging leads to folksonomies. It also discusses how web services are enabling new applications to be quickly and easily “mashed up” from existing applications. The eBook provides an overview of Web 2.0 technologies, business models and monetization models to help readers understand the fundamentals of what comprises a Web 2.0 business.

The eBook is heavily linked to many resources, including Deitel’s 80 plus Resource Centers and over 150 bibliography references for further research. “It does a great job in capturing the key Web 2.0 elements with a wonderful breadth of example sites and a substantial number of references that makes it a great jumping-off point to further reading,” said George Semeczko of Royal & SunAlliance Insurance Canada.

Academic and industry professionals have praised Dive Into Web 2.0. Kevin Henrikson of Zimbra, an open source messaging and collaboration company, said that Dive Into Web 2.0 provides “an excellent overview of the state of the web and how we got to Web 2.0.” “It is simply astonishing. It’s one of the better—if not the best—references on Web 2.0,” according to José Antonio González Seco of Parlamento de Andalucía. Raymond Wisman of Indiana University Southeast agrees that Dive Into Web 2.0 “is required reading—a true goldmine of information.”

For further information about Deitel & Associates, the free Dive Into Web 2.0 eBook, or Deitel’s Resource Centers, contact Abbey Deitel or visit www.deitel.com/FreeWeb20eBook/.

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Deitel & Associates, Inc., is an internationally recognized corporate training and content-creation organization specializing in computer programming languages, Internet and World Wide Web software technology, object technology education and Internet business development through its Web 2.0 Internet Business Initiative. The company provides instructor-led courses on major programming languages and platforms, including Java, C++, C, C#, Visual C++, Visual Basic, XML, object technology and Internet and web programming. The company’s clients include many of the world’s largest companies, government agencies, branches of the military, and academic institutions. Through its 30-year publishing partnership with Prentice Hall, Deitel & Associates, Inc. publishes leading-edge programming textbooks, professional books, interactive

multimedia Cyber Classrooms, web-based training courses and e-content.

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