



Tracking Information on Today s Internet: A Handbook for Creating Your Individual Semantic Web

By Dirk Stähler

Createspace, United States, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book ***** Print on Demand *****.On September 12, 2013, United Airlines website offered flights for \$0.00. Only taxes and fees were charged, a situation caused by a computer glitch that occurred during the set-up of new prices within the booking system. The news about this special offer spread quickly on Twitter and Facebook. Everyone who found out in time saved a lot of money on their next vacation. In 2010, a famous magazine revealed that a well-known market research company monitored an Internet forum for patients with mental illness. The monitoring was carried out on behalf of a client in the pharmaceutical industry looking for insights into the use of pharmaceutical products. Every active user of the forum became the subject of a marketing study - without being asked. These two examples express the value of information, especially to those in control of the material. Everybody with access to the right information at the right time can save or earn a lot of money. I am convinced that everyone should be able to use the content on the Internet as profitably as possible....



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This book is definitely not straightforward to get started on studying but extremely exciting to read. It is really simplistic but shocks in the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Ally Reichel

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

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