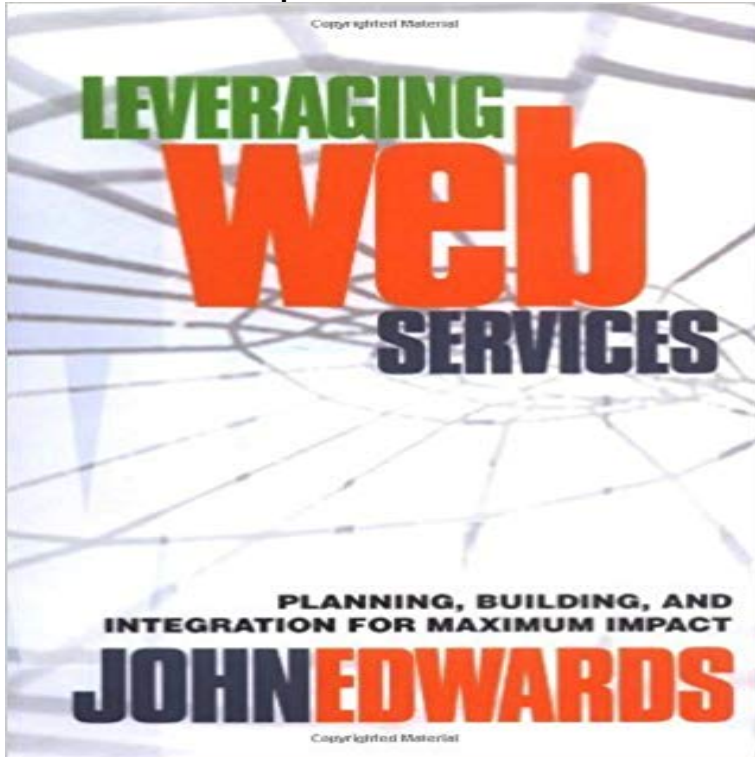


# Leveraging Web Services: Planning, Building, and Integration for Maximum Impact



Web services are a group of closely related, emerging technologies based on an open, Internet-centric infrastructure. They are the driving force that makes corporate portals work, and the best, most economic way of making content and services available to everyone within a corporation, as well as all of its suppliers and customers. And web services is the only area of IT seeing any increase in spending over the foreseeable future. Leveraging Web Services helps CEOs, CIOs, CTOs, and senior managers understand how web services can be applied to their own organizations. The book uses case studies and interviews to take readers inside top real-world enterprises that have conceptualized, developed, and implemented this new technology. From stock quotes, content syndication and mapping services, to payroll management, business intelligence, shipping and logistics and other applications, making the most of web services can open up huge possibilities. Featuring examples from Oracle, Microsoft, Sun Microsystems, Procter & Gamble, and Amazon.com, Leveraging Web Services offers a compelling examination of how the technology can be used for superior results.

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