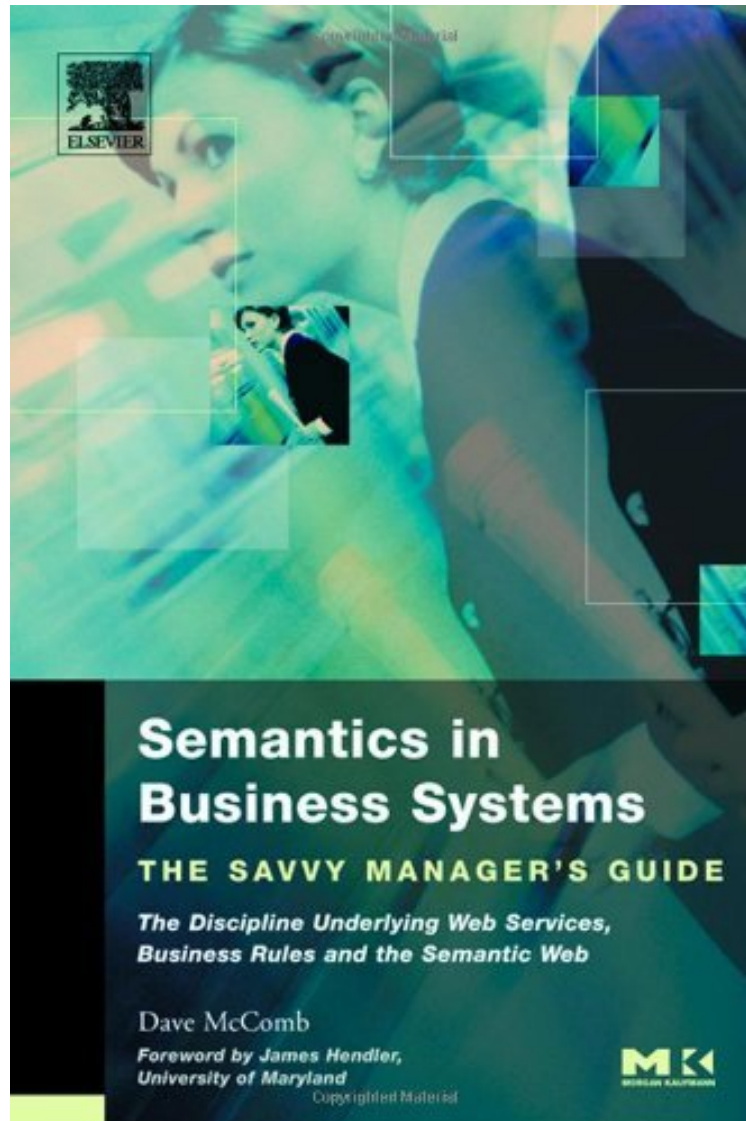


[Download pdf] Semantics in Business Systems: The Savvy Manager's Guide (The Savvy Manager's Guides)

## Semantics in Business Systems: The Savvy Manager's Guide (The Savvy Manager's Guides)

*Dave McComb*

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**Dave McComb : Semantics in Business Systems: The Savvy Manager's Guide (The Savvy Manager's Guides)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Semantics in Business Systems: The Savvy Manager's Guide (The Savvy Manager's Guides):

25 of 25 people found the following review helpful. Impressive, inspiring, and distressingBy David C. HayAs a professional data modeller, I found this book impressive, inspiring, and distressing.It is impressive because the author has done a good job of encapsulating a broad set of what on the surface appear to be completely unrelated topics--

metadata, business rules, data modeling, XML, etc. Except that I am interested in all of them, which should already have told me that they were related. He managed to balance the level of detail for each of the areas, not getting either intimidating with detail or too superficial to be useful. I found it inspiring because I really have been interested in this subject for many years and just didn't know it. In my data modeling practice I have always focused more on the meaning of concepts than on how they might be physically represented in databases. The author's admonition to companies to spend more time (and money) considering semantics could be in my marketing materials. My current problem is that data modeling has become passeacute; and it is tricky to market my services. I like to distinguish myself from other data modelers in that I think I am better than most in understanding semantics, but I never described it that way. Semantics now gives me a way to rework my marketing message. I found this book distressing for the same reasons I found it inspiring. It points out that far from being a closed issue, this field is just beginning. The amount of stuff I still don't know is really troubling. The bibliography seriously scared me. Part of the problem is that my undergraduate degree was in philosophy, but in addition to the fact that I really have trouble after all these years remembering who said what, I now realize that my education in that subject was seriously superficial. Now I am going to have to take a refresher course! While I often see myself as an old curmudgeon who hates new ideas, I see this book as a challenge to me to get my intellectual act together. I welcome that and I am glad to see that there are still exciting things to be done.

1 of 1 people found the following review helpful. Very useful  
By Rabbit Hill Manor  
Highly recommended. I rather liked this book, learned from it, and even quoted it. Insightful well organized. Best book I've read in this general subject area. Should replace most of the fluffy business strategy books I've been suckered into buying.

0 of 1 people found the following review helpful. A good practical guide  
By maxwell  
This is not so much a recipe for implementation of semantics but a guide for managers to understand what is involved in implementing Semantic technology. It draws on a wealth of practical experience in Semantic technology and capturing the concepts needed to build efficient semantic models. Very Valuable

Semantics in Business Systems begins with a description of what semantics are and how they affect business systems. It examines four main aspects of the application of semantics to systems, specifically: How do we infer meaning from unstructured information, how do application systems make meaning as they operate, how do practitioners uncover meaning in business settings, and how do we understand and communicate what we have deduced? This book illustrates how this applies to the future of application system development, especially how it informs and affects Web services and business rule- based approaches, and how semantics will play out with XML and the semantic Web. The book also contains a quick reference guide to related terms and technologies. It is part of Morgan Kaufmann's series of Savvy Manager's Guides.\* Presents an easy and enjoyable introduction to semantics in the context of business IT systems.\* Articulates the business value of semantics, while providing relevant introductory technical background.\* Describes the semantic underpinnings of data modeling, business rules, enterprise integration, and Web services.\* Contains a handy quick-reference guide to technologies and terminology. \* For more information, links, and discussions, go to [www.savvymanagers.com](http://www.savvymanagers.com).

From the Back Cover...Great book! It clearly explains the background and practical application of semantics that managers, architects and software developers will need to understand how new technologies will impact the next generation of business systems.-Dave Hollander, CTO; Contivo Inc., Co-chair W3C XML Schema Working Group  
This book will help you navigate through the current batch of alphabet soup: XML, SOAP, WSDL, UDDI, and the rest. It gives a clear overview of the territory punctuated by examples...-Peter Norvig, Google.com  
What does semantics have to do with information systems, databases, enterprise integration, and Web services? Though sometimes misunderstood as an arcane liberal art, semantics is at the core of these and other emerging technologies. Semantics is a powerful and intuitive philosophy, methodology, and framework that can be used to leverage existing knowledge, data, and resources, ensuring your systems will be able to evolve with your business and keep pace with technology in the years to come. Well-written and engaging, Semantics in Business Systems: The Savvy Manager's Guide contains the knowledge you need to understand and assess how semantics can help your information systems. It begins with a clear explanation of what semantics is and then describes, using real-world examples, how semantics currently affects business systems. The book then explores future applications of semantics, illustrating its connection to XML and the Semantic Web.

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