

Foreword

Internet has changed our life forever. The evolution of the web from being a space in which organizations publish information towards a collaborative platform where every user is a potential publisher, is also changing the interactions between companies and customers. In this scenario, the traditional paradigm of Customer Relationship Management (CRM) has also been changed with the emergence of new forms of interaction based on social web. Thus, social interactions have recently found an exceptional vehicle in the recent breed of user generated content aware technologies encompassed by the “Web 2.0” buzzword.

Organizations must face this new challenge by combining, in one hand, new management practices, and in the other, new technological tools. CRM vendors are beginning to adapt their software solutions to this new technology. And as a consequence of this, a new generation of software packages includes functionalities to create, maintain or analyze blogs, wikis, podcasts, social networking tools, content sharing tools, user communities, among many other social web tools. CRM 2.0 is here to stay.

For many relevant authors, Web 2.0 systems are complementary to the Semantic Web. The extension of the Semantic Web provides a promising approach to developing tools and applications bridging the gap between social applications and semantics. The adoption of semantic technologies in commercial software packages is still in its infancy; however, the undeniable benefits of including such technologies combined with social web are attractive enough: unambiguous access to information, knowledge organization and automatic data manipulation. And all of these benefits related to customers... The combination of CRM, Social Web and Semantic Web provides a new meaning to the old “Know your Customer” claim. They, together, provide a way to know him or her in the environment of the present and the future: the internet.

This book includes chapters from around the world. Each contribution provides an interesting and deep study of one of the main issues on the interaction of CRM with Web 2.0 and Web 3.0. Internet has changed our life, but more changes are yet to come. Enjoy the reading and be aware.

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