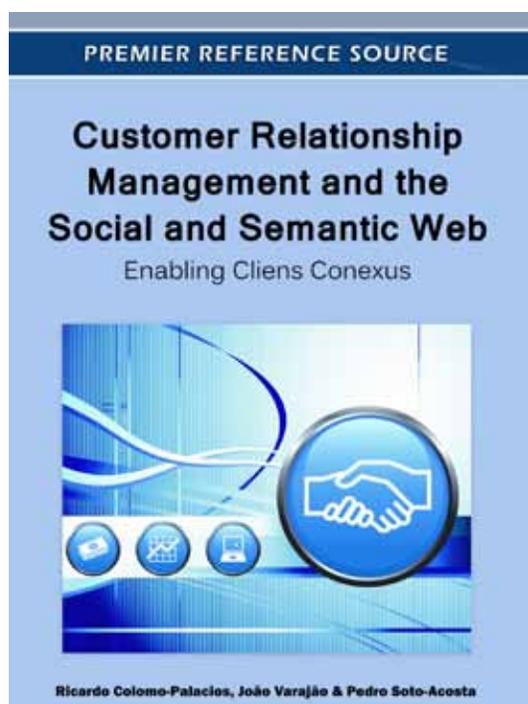


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Customer Relationship Management and the Social and Semantic Web: Enabling Cliens Conexus



Ricardo Colomo-Palacios (Universidad Carlos III de Madrid, Spain), João Varajão (University of Trás-os-Montes e Alto Douro, Portugal) and Pedro Soto-Acosta (University of Murcia, Spain)

The ever-growing influence of the Internet has caused a paradigm shift in relationships between customers and companies. New types of interaction introduced by Web 1.0 have undergone a dramatic change in quantity and quality with the advent of Web 2.0. Web 3.0, better known as the Semantic Web, will also significantly impact how companies understand Customer Relationship Management (CRM).

Customer Relationship Management and the Social and Semantic Web: Enabling Cliens Conexus provides an overview of the field of the Semantic Web, social Web, and CRM by uniting various research studies from different subfields. Providing a forum for the exchange of research ideas and practices, this book is a reference convergence point for professionals, managers, and researchers in the CRM field together with IT professionals. It also aims to explore the opportunities and challenges confronting organizations in the light of customers in Web 2.0 by using new technologies, including semantic technologies (Web 3.0).

Topics Covered:

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- CRM and E-Government
- CRM for Academic Libraries
- Knowledge Discovery in Databases
- Knowledge-Driven Customer Support Services
- Recommender System Design
- Sales Force Automation
- Semantic Web Applications and SMEs
- Sentiment Analysis
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Ricardo Colomo-Palacios is an Associate Professor at the Computer Science Department of the Universidad Carlos III de Madrid. His research interests include applied research in Information Systems, software project management, people in software projects and social and Semantic Web. He received his PhD in Computer Science from the Universidad Politécnica of Madrid (2005). He also holds a MBA from the Instituto de Empresa (2002). He has been working as Software Engineer, Project Manager and Software Engineering Consultant in several companies including Spanish IT leader INDRA. He is also an Editorial Board Member and Associate Editor for several international journals and conferences and Editor in Chief of *International Journal of Human Capital and Information Technology Professionals*.