Web Dragons: Inside the Myths of Search Engine Technology (Paperback)

By Ian H Witten, Marco Gori, Teresa Numerico

ELSEVIER SCIENCE TECHNOLOGY, United States, 2006. Paperback. Book Condition: New. 231 x 188 mm. Language: English . Brand New Book. In the eye-blink that has elapsed since the turn of the millennium, the lives of those of us who work with information have been utterly transformed. Pretty well all we need to know is on the web; if not today, then tomorrow. It s where we learn and play, shop and do business, keep up with old friends and meet new ones. What makes it possible for us to find the stuff we need to know? Search engines. Search engines - web dragons - are the portals through which we access society s treasure trove of information. How do they stack up against librarians, the gatekeepers over centuries past? What role will libraries play in a world whose information is ruled by the web? How is the web organized? Who controls its contents, and how do they do it? How do search engines work? How can web visibility be exploited by those who want to sell us their wares? What s coming tomorrow, and can we influence it? We are witnessing the dawn of a new era, starting right now...

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