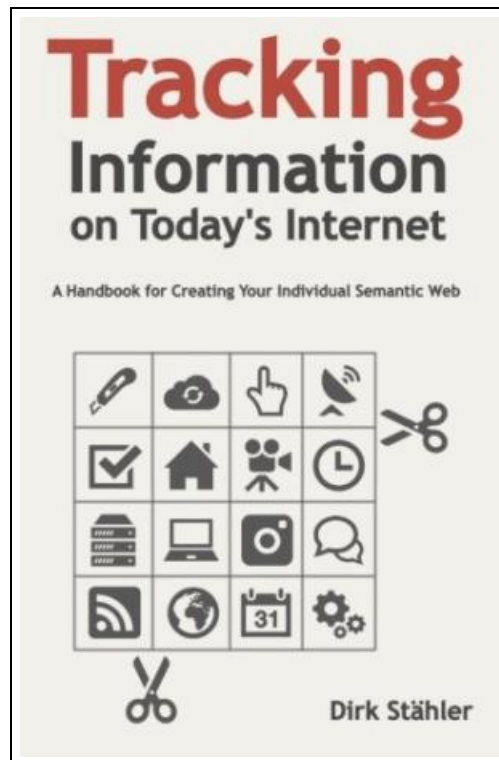


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Createspace, United States, 2014. Paperback. Book Condition: New. 198 x 129 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.On September 12, 2013, United Airlines website offered flights for \$0.00. Only taxes and fees were charged, a situation caused by a computer glitch that occurred during the set-up of new prices within the booking system. The news about this special offer spread quickly on Twitter and Facebook. Everyone who found out in time saved a lot of money on their next vacation. In 2010, a famous magazine revealed that a well-known market research company monitored an Internet forum for patients with mental illness. The monitoring was carried out on behalf of a client in the pharmaceutical industry looking for insights into the use of pharmaceutical products. Every active user of the forum became the subject of a marketing study - without being asked. These two examples express the value of information, especially to those in control of the material. Everybody with access to the right information at the right time can save or earn a lot of money. I am convinced that everyone should be able to use the content on the Internet as profitably as possible. But everyone must recognize the dangers that arise from it as well. Therefore it is essential to understand the tools and techniques for collecting, analyzing and processing digital content. Tools are available free of charge that don t require detailed technical knowledge. This book explains how these tools have evolved and where they will lead us in the near future. It serves as a guide for those who want to automate their digital life using free Internet services. Let them search the Internet for bargains, research the latest news, execute recurring tasks and inform you automatically when needed. This book...

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