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Six ways to make Web 2.0 work

Web 2.0 tools present a vast array of opportunities—for companies that know how to use them.

FEBRUARY 2009 • Michael Chui, Andy Miller, and Roger P. Roberts

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In This Article

Sidebar: Twitter responses from our readers

Exhibit 1: Web 2.0 is the next wave of corporate-technology adoption.

Exhibit 2: Participatory technologies can be categorized into five groups.

Exhibit 3: Six new management capabilities can be unlocked by participatory technologies.

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Technologies known collectively as Web 2.0 have spread widely among consumers over the past five years. Social-networking Web sites, such as Facebook and MySpace, now attract more than 100 million visitors a month. As the popularity of Web 2.0 has grown, companies have noted the intense consumer engagement and creativity surrounding these technologies. Many organizations, keen to harness Web 2.0 internally, are experimenting with the tools or deploying them on a trial basis.

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