

# Web 2.0

Business



Running Head: Web 2. 0 Web 2. 0 Web 2. 0 is a new improvement in internet usage and applicationsthat allows service providers, internet users and organizations to interact (University of Phoenix, 2011). According to Exforsys Inc (2007) the improvement allows users to participate in building the web content, the public can add information into an existing website that has this feature and communicate amongst themselves. Previously, users were not able to modify or add any information on the web which has currently changed technological advancement.

One of the major advantages of web 2. 0 is that it enhances flow of information from different users as compared to previous technology where information is from one source. Another advantage is low cost of communication across the world. A major disadvantage is over dependence on the internet which is not available all the time. It can also lead to loss of crucial data incase the computer crashes (University of Phoenix, 2011).

Key impact of web 2. 0 on business is that it is a marketing tool that is cheaper compared to convectional ways of marketing thus low operational cost and increase in revenue. It provides a platform where the organization interacts with their clients, prospects, service providers and suppliers. Based on the increased use of web 2. 0, firms are able to create strong connection with various stakeholders regardless of their destinations. In this way, companies can regularly update all the parties concerned on the progress of their investment. As a result, the technology has led to expansion of companies globally as well as enhancement of stakeholders trust and loyalty towards their companies.

#### References

Exforsys Inc. (2007). The Advantages and Disadvantages of Web 2. 0.  
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