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This book goes into everything from the types of APIs, the business cases for each, API business models and pricing strategies, basic API design tips (some REST concepts, but it doesn't go in too deeply; there are lots of other books for that!), versioning options, API user management and security, API operations and asset management, legal considerations, and how to build an API developer ...

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Authoritative advice on creating and running a successful API program. The number of articles, books, and documents available on the topic of Application Programming Interfaces (APIs) might lead you to believe the topic has been well researched and well documented. But in fact, confusion abounds, especially about the best ways to create and maintain a successful API program. This book addresses that confusion. It encapsulates years of practical experience on how to make the right decisions at the right times when planning, designing, developing, and marketing APIs. It's your go-to resource when you want to: Understand how to develop your API program's business case Discover how to best engage your API consumer audience Learn the best ways to design, build, test, and deploy APIs regardless of technology Improve the chances of success of your API program over the long haul Technology will come and go, but the best practices for building an API program are here to stay. Make your journey through the world of APIs a successful one with this book as your experienced guide. Petracek provides an excellent guide on how corporations should leverage an API based service ecosystem to deliver amazing digital customer experiences. -T.M. Ravi, Managing Director, The Hive Nelson has taken the complex, technical, arcane, but critical topic of application programming interfaces (APIs) and explained them in a manner that allows the reader and Information Technology practitioner to understand. -Salil Kulkarni, EVP & Interim Chief Information Officer, Caesar's Entertainment This book takes you through everything you need to think about and work through to build an API competency. Each chapter sets out concrete actions for making your program state-of-the-art, and I highly recommend it to anyone involved in that effort. - Maureen Fleming, Program Vice President & Analyst, IDC

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Web 2.0 makes headlines, but how does it make money? This concise guide explains what's different about Web 2.0 and how those differences can improve your company's bottom line. Whether you're an executive plotting the next move, a small business owner looking to expand, or an entrepreneur planning a startup, *Web 2.0: A Strategy Guide* illustrates through real-life examples how businesses, large and small, are creating new opportunities on today's Web. This book is about strategy. Rather than focus on the technology, the examples concentrate on its effect. You will learn that creating a Web 2.0 business, or integrating Web 2.0 strategies with your existing business, means creating places online where people like to come together to share what they think, see, and do. When people come together over the Web, the result can be much more than the sum of the parts. The customers themselves help

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A lot of work is required to release an API, but the effort doesn't always pay off. Overplanning before an API matures is a wasted investment, while underplanning can lead to disaster. This practical guide provides maturity models for individual APIs and multi-API landscapes to help you invest the right human and company resources for the right maturity level at the right time. How do you balance the desire for agility and speed with the need for robust and scalable operations? Four experts from the API Academy show software architects, program directors, and product owners how to maximize the value of their APIs by managing them as products through a continuous life cycle. Learn which API decisions you need to govern and how and where to do so Design, deploy, and manage APIs using an API-as-a-product (AaaP) approach Examine ten pillars that form the foundation of API product work Learn how the continuous improvement model governs changes throughout an API's lifetime Explore the five stages of a complete API product life cycle Delve into team roles needed to design, build, and maintain

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The first and only book to systematically address methodologies and processes of leveraging non-traditional information sources in the context of investing and risk management Harnessing non-traditional data sources to generate alpha, analyze markets, and forecast risk is a subject of intense interest for financial professionals. A growing number of regularly-held conferences on alternative data are being established, complemented by an upsurge in new papers on the subject. Alternative data is starting to be steadily incorporated by conventional institutional investors and risk managers throughout the financial world. Methodologies to analyze and extract value from alternative data, guidance on how to source data and integrate data flows within existing systems is currently not treated in literature. Filling this significant gap in knowledge, *The Book of Alternative Data* is the first and only book to offer a coherent, systematic treatment of the subject. This groundbreaking volume provides readers with a roadmap for navigating the complexities of an array of alternative data sources, and delivers the appropriate techniques to analyze them. The authors—leading experts in financial modeling, machine learning, and quantitative research and analytics—employ a step-by-step approach to guide readers through the dense jungle of generated data. A first-of-its kind treatment of alternative data types, sources, and methodologies, this innovative book:

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- Describes how to avoid potential pitfalls and missteps in starting the alternative data journey
- Explains how to integrate information from different datasets to maximize informational value

The Book of Alternative Data is an indispensable resource for anyone wishing to analyze or monetize different non-traditional datasets, including Chief Investment Officers, Chief Risk Officers, risk professionals,

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