

web diaries. However there are also blogs on specialised topics written by some of the world leaders in those topics that can provide fascinating insights at a personal level. Use a blog directory such as [Blogcatalog](#) to locate the gems amongst the dross.

RSS feeds RSS feeds are automatically 'pushed' from websites as new information becomes available to users who have subscribed to the feeds. Users no longer need to keep checking favourite websites for new content. RSS feeds are used to publish changes in share prices, news, weather etc. To read RSS content you need an RSS reader. A simple example is the sidebar on [Google Desktop](#) which tailors RSS feeds automatically to your preferred topics from websites you have visited recently.

Web Services This term describes direct computer to computer communication between web sites without manual intervention, often used to match client – supplier needs at terms satisfactory to both. For example, airline websites may list seat availability at different price levels and make this data accessible to travel company websites listing seat requirements. The important factor is that the exchange of data between airline and travel company occurs automatically and continually. Web Services use Extensible Markup Language – XML – to define the data.

How important are the examples listed above to the average Tasmanian organisation? Consider the implications of online travel bookings on travel agents, auction sites on salerooms, real estate sites on real estate agents and podcasting on CD sales and video hire outlets. Forward thinking people will familiarise themselves with the technologies listed above and consider them in terms of their own business activities.

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Call NDA on 1300 765 376 for more information or make a [booking](#) here. Existing bookings may not be amended but where at least one person is already enrolled at full price, additional people from the organisation may be enrolled for 50% of the standard course fee. These discounts may not be used in conjunction with any other offer.

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