Meme Media and Meme Market Architectures. Knowledge Media for Editing, Distributing, and Managing Intellectual Resources

Description: A revolutionary approach to the ongoing transformation of knowledge media as an evolutionary process

In this age of information, knowledge is the currency that drives society. But what is knowledge, and how do you manage it? In this revolutionary book, Yuzuru Tanaka proposes a powerful new paradigm: that knowledge media, or “memes,” operate in a way that closely resembles the biological function of genes, with their network publishing repository working as a gene pool to accelerate the evolution of knowledge shared in our societies. In Meme Media and Meme Market Architectures: Knowledge Media for Editing, Distributing, and Managing Intellectual Resources, Tanaka outlines a ready-to-use knowledge media system, supplemented with sample media objects, which allows readers to experience the knowledge media paradigm.

Professor Tanaka begins with a thorough, logical tracing of the development of "knowledge media" from Egyptian scrolls through printed matter to MS Word documents complete with embedded charts and images, and shows how this development resembles the human evolutionary process.

He then presents an integrated view of the five kinds of enabling technologies in terms of knowledge media architecture, including:

- Multimedia and hypermedia
- Object-oriented GUI and visual programming
- Reusable component software and component integration
- Network publishing and electronic commerce
- Object-oriented and multimedia databases

Finally, the author introduces the IntelligentPad content management system and shows how it meets the criteria for advancing knowledge media to the next level. He provides everything the practicing engineer or researcher needs to work with IntelligentPad, including creating and using new Pads, as well as information for end-users who want to create custom applications using existing low-level Pads and Pad applications.

Among the first books to focus on media for the editing, distribution, and management of knowledge, Meme Media and Meme Market Architectures: Knowledge Media for Editing, Distributing, and Managing Intellectual Resources propels the field of knowledge media from hypothesis into real-world application.

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