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Rating	Resource Sites	Review
★★★	Web Farming	<p>Ever hear of Web farming? Neither did we, until tipped off to this site. Web farming takes the best of data mining, intelligent agents and push technology, and creates a whole new discipline. Consultants and those selling just-named technology ought to learn more about Web farming -- it just might turn out to be the next "knowledge management."</p> <p>Web farming is best defined as business intelligence using Web-based information resources. Similar to data mining, Web farming deals not with internally stored information, but the collection and internalization of information from external sources.</p> <p>In layman's terms, Web farming is Web surfing, polished and with a purpose. Instead of searching the Web for information, Web farmers look for reliable data "seeds" which when combined and watered daily reap a harvest of usable information. The agriculture metaphor becomes tiresome but we think you get the point.</p> <p>Why Web farming? In today's speed-of-light market twists and turns, internal data becomes less of a factor. In fact by focusing only on internal data you may actually be more vulnerable to outside factors. This site creates the wonderful analogy of a person "serenely contemplating his navel" while an unseen lion moves in for the kill.</p> <p>At Webfarming.com you'll find lots of background information on this emerging practice, including links to Web Farming articles</p>



in other magazines. A thin discussion forum offers the chance to share ideas on Web farming. Information on upcoming presentations, seminars, and workshops are to come in the next year. We'd like to see more content, and the design needs work (canary-yellow links on a white background?).

The site also represents a novel idea: write a book and promote it online with resources and discussion forums. While we expect Random House isn't beating down the barn doors to get at Webfarming.com's secrets, this use of the Web to promote the print medium is noteworthy.

The future of Web farming is up for debate, though the idea has merit. Even if you have little interest in Web farming, you should check out this site for no other reason than to say you knew it before it was big news.

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