

# **Using XML for Web Site Management: An Executive Briefing on streamlining workflow, reducing costs, and enhancing organizational value**

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Many of the new directions and developments on the Web have a basis in XML, which is becoming a critical technology for all types of information services. The features of XML emphasized in this Executive Briefing—open standard, reusability, technologically neutral—make it an ideal strategy for preparing for the future, while achieving efficiencies today.