This talk will provide an overview of approaches to deal with the increasing dynamics and heterogeneity of Web data. In the first part, approaches for focused crawling, linking, profiling and retrieval are discussed, as means to enable discovery and search of entity-centric data in the Web of Linked Data. In the second part, we will turn towards embedded markup, such as Microdata and RDFa, as a novel source of entity-centric knowledge. While markup has seen increasing adoption over the last few years, driven by initiatives such as schema.org and being already adopted by 38% of all Web pages, it constitutes an increasingly important source of entity-centric Web data, where the scale and dynamics are in a similar order of magnitude as the Web (of documents) itself. We will present some case studies and ongoing work on data fusion from markup data which exploit supervised models for aiding tasks such as entity retrieval and knowledge base augmentation. Future directions are concerned with the exploitation of the complementary nature of markup data and traditional knowledge graphs.