

Managing Enterprise Content A Unified Content Strategy 2nd Edition Voices That Matter

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Managing Enterprise Content: A Unified Content Strategy (2nd Edition) (Voices That Matter) [Ann Rockley, Charles Cooper] on Amazon.com. *FREE* shipping on qualifying offers. Smartphones, eBook readers, and tablet computers like the Apple iPad have forever changed the way people access and interact with content. Your customers expect the content you provide them to be adaptive --responding to ...

Managing Enterprise Content: A Unified Content Strategy ...

Your customers expect the content you provide them to be adaptive --responding to the device, their location, their situation, and their personalized needs. Authors Ann Rockley and Charles Cooper provide guidelines that will help you develop a unified content strategy—a repeatable, systematic plan that can help you reach your customers, anytime, anywhere, on any device.

Managing Enterprise Content: A Unified Content Strategy ...

Managing Enterprise Content: A Unified Content Strategy provides the concepts, strategies, guidelines, processes, and technological options that will prepare enterprise content managers and authors for the demands of creating, managing, and distributing content.

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Managing Enterprise Content: A Unified Content Strategy ...

This up-to-date new edition of Managing Enterprise Content helps you: Determine business requirements. Build your vision. Design content that adapts to any device. Develop content models, metrics, and content governance in place. Adapt to new and changed roles. Identify tools requirements.

Managing Enterprise Content: A Unified Content Strategy ...

Managing Enterprise Content: A Unified Content Strategy. In "Managing Enterprise Content", the authors, Ann Rockley, Pamela Kostur, and Steve Manning, make the case for their "Unified Content Strategy" as a logical way of researching, planning, preparing, testing, implementing and selling content management across an enterprise.

Managing Enterprise Content: A Unified Content Strategy ...

customer needs. A unified content strategy is a repeatable method of identifying all content requirements up front, creating consistently structured content for reuse, managing that content in a demand-driven way, and delivering content on demand to meet your customers' needs Benefits A unified content strategy provides many benefits including: • A coherent enterprise content strategy • Faster time to market

Managing Enterprise Content: A Unified Content Strategy ...

Managing Enterprise Content: A Unified Content Strategy provides the concepts, strategies, guidelines, processes, and technological options that will prepare enterprise content managers and authors for the demands of creating, managing, and distributing content.

Managing Enterprise Content: A Unified Content Strategy ...

Provides a checklist for implementing a unified content strategy To help explain the concepts this edition includes: Revised and expanded number of examples A case study that is threaded throughout the book case studies.

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Fraunhofer and realized numerous projects with publishers in Germany and the UK. Mark Lewis. Managing Enterprise Content: A Unified Content Strategy Kristina Halvorson

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Section 1: The basis of a unified content strategy Chapter 1: Content: The lifeblood of an organization Chapter 2: Intelligent content Section 2: Where does a unified content strategy fit Chapter 3: Content beyond Chapter 4: Publishing Chapter 5: Product content Chapter 6: Learning materials

Rockley & Cooper, Managing Enterprise Content: A Unified ...

Today's businesses are overwhelmed with the need to create more content, faster, customized for more customers, and for more media than ever before. Managing Enterprise Content: A Unified Content Strategy provides concepts, strategies, guidelines, and processes.

Managing Enterprise Content: A Unified Content Strategy by ...

This up-to-date new edition of Managing Enterprise Content helps you: Determine business requirements. Build your vision. Design content that adapts to any device. Develop content models, metrics, and content governance in place. Adapt to new and changed roles. Identify tools requirements

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Table 2.4, "Unified procedure content," shows where the content of a procedure can be reused. Following the table are illustrations showing how the procedure is formatted for each deliverable. Single sourcing (content management), you can refer to Chapter 3 ("Assessing return on investment for a unified content strategy")

Managing Enterprise Content: a Unified Content Strategy ...

Managing Enterprise Content: A Unified Content Strategy give you the information, tools, and processes you need to plan and make the transition much easier and less worrisome. The authors analyze content strategy that is multichannel and multidevice.

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