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Content Everywhere: Strategy and Structure for Future ...

This is where content and channel strategy comes into play. With the market, audience and competitor data you 've gathered, mapped to your business goals and brand truths, you 're off to a flying start. And with our 30 years of global marketing experience, we 'll make sure you 're on to a winner – in every market.

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Why WordPress. WordPress is ideal to implement the COPE strategy due of several reasons: It is versatile. The WordPress database model does not define a fixed, rigid content model; on the contrary, it was created for versatility, enabling to create varied content models through the use of meta field, which allow the storing of additional pieces of data for four different entities: posts and ...

Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

Content strategy is the web's hottest new thing. But where did it come from? Why does it matter? And what does the content renaissance mean for you? This brief guide explores content strategy's roots, and quickly and expertly demonstrates not only how it's done, but how you can do it well. A compelling read for both experienced content strategists and those making the transition from other fields.--Back cover.

With digital content published across more channels than ever before, how can you make yours easy to find, use, and share? Is your content ready for the next wave of content platforms and devices? In *Designing Connected Content*, Mike Atherton and Carrie Hane share an end-to-end process for building a structured content framework. They show you how to research and model your subject area based on a shared understanding of the important concepts, and how to plan and design interfaces for mobile, desktop, voice, and beyond. You will learn to reuse and remix your valuable content assets to meet the needs of today and the opportunities of tomorrow. Discover a design method that starts with content, not pixels. Master the interplay of content strategy, content design, and content management as you bring your product team closer together and encourage them to think content first. Learn how to Model your content and its underlying subject domain Design digital products that scale without getting messy Bring a cross-functional team together to create content that can be efficiently managed and effectively delivered Create a framework for tackling content overload, a multitude of devices, constantly changing design trends, and siloed content creation

If you've been asked to get funding for a content strategy initiative and need to build a compelling business case, if you've been approached by your staff to implement a content strategy and want to know the business benefits, or if you've been asked to sponsor a content strategy project and don't know what one is, this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds, but they share a deep understanding of how to help your

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organization build a content strategy. "Content Strategy: Connecting the dots between business, brand, and benefits" is the first content strategy book that focuses on project managers, department heads, and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement, and maintain a content strategy, including case studies that show both successful and not so successful efforts. Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary, Bibliography, and Index

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 the device, their location, their situation, and their personalized needs. Authors Ann Rockley and Charles Cooper provide insights and 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. 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, metadata, and workflow Put content governance in place Adapt to new and changed roles Identify tools requirements With this book you ' ll learn to design adaptable content that frees you from the tyranny of an ever increasing array of devices.

Put digital business strategy at the center of your business Welcome to the social media age. Although its impact was first felt in the marketing department, the social web is spreading across all business functions, impacting the way they communicate, operate, organize, and create value. A comprehensive digital strategy is essential for businesses hoping to build this new form of competitive advantage. Everywhere explains how to put your digital strategy at the center of how your organization communicates, operates, organizes itself, and creates value. Develop a comprehensive digital strategy for your organization Put your online business strategy at the center of your customer's experience, and at the heart of everything you do Larry Weber's W2 Group is helping companies like Sony, IBM, Harvard Pilgrim Health Care, and the government of Rwanda, craft new online business strategies The Web is not just another marketing channel. Put social media, email, Web, and other digital interactions Everywhere in your business, and make digital business strategy the heart of your thriving enterprise.

“ An entertaining romp that tells us where and why the tech industry, once America ' s darling, went wrong, and what it might do to recover its good graces. ” —Tim Wu, author of The Master Switch Buying groceries, tracking our health, finding a date: whatever we want to do, odds are that we can now do it online. But few of us realize just how many oversights, biases, and downright ethical nightmares are baked inside the tech products we use every day. It ' s time we change that. In Technically Wrong, Sara Wachter-Boettcher demystifies the tech industry, leaving those of us on the other side of the screen better prepared to make informed choices about the services we use—and to demand more from the companies behind them. A Wired Top Tech Book of the Year A Fast Company Best Business and Leadership Book of the Year

In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what ' s wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you ' ll face. In this practical and relevant guide, you ' ll learn how to: Identify problems with your content and persuade your bosses it ' s worth the time and resources to do it right Make sense of your business environment and understand

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your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create, maintain, and govern on-strategy content You ' ll learn to control your content—and not have it control you.

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn ' t help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you ' re not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, *Content Strategy for the Web* is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of *Content Strategy for the Web* is an essential guide for anyone who works with content.

Transform your organization with speed and efficiency using this insightful new resource Incremental improvement is no longer sufficient in helping organizations navigate the complexity, uncertainty and volatility of today's world. In *Change: How Organizations Achieve Hard-to-Imagine Results in Uncertain and Volatile Times*, authors John P. Kotter, Vanessa Akhtar, and Gaurav Gupta explore how to create non-linear, dramatic change in your organization. You'll discover the emerging science of change that teaches us about how to build organizations — from businesses to governments — that change and adapt rapidly. In *Change* you'll discover: Why the ability of organizations to deal with threats and take advantage of opportunities in the face of ever greater complexity and uncertainty is being severely challenged In-depth, evidence-based, actionable solutions for dealing with institutional resistance to change Case studies and success stories that describe organizations who have successfully built the ability to change quickly into their DNA A universal approach for how to dramatically improve outcomes from various change efforts, including: strategy execution, digital transformation, restructuring, and more Perfect for managers, executives, and leaders at companies of all types and sizes, *Change* will also prove to be a valuable asset to other professionals who serve these organizations. This book is for anyone seeking a proven approach for delivering fast, sustainable and comprehensive results.

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