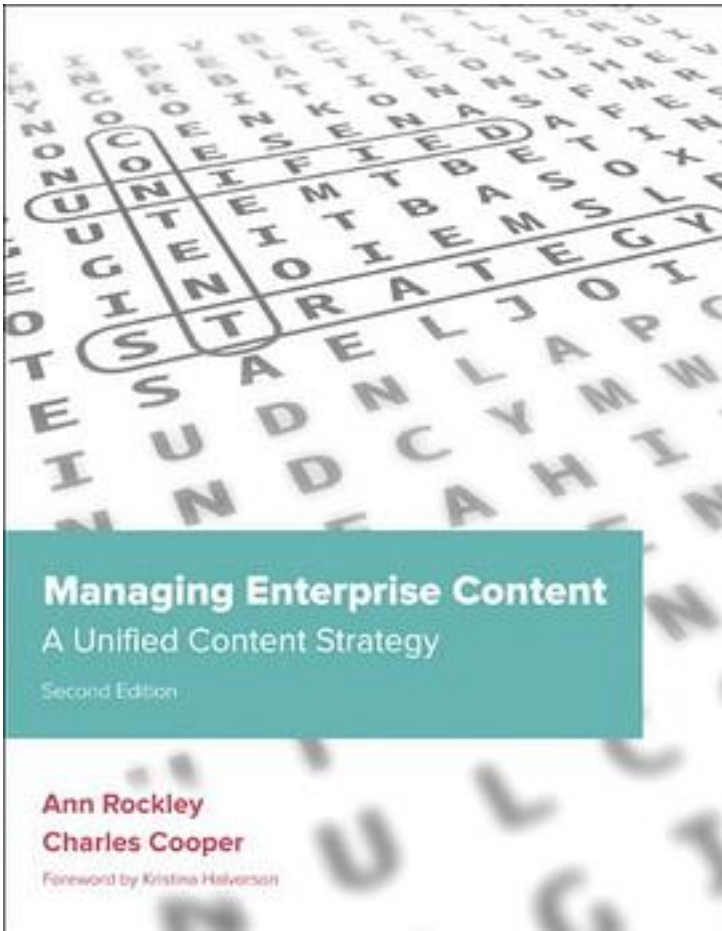


Managing Enterprise Content



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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 the concepts, strategies,

guidelines, processes, and technological options that will prepare enterprise content managers and authors to meet the increasing demands of creating, managing, and distributing content. Author Ann Rockley, along with the Rockley Group team, provides techniques that will help you define your content management requirements, build your vision, design your content architecture, pick the right tools, and overcome the hurdles of managing enterprise content. This book will help you visualize the broad spectrum of enterprise content, the requirements for effectively creating, managing, and delivering content, and the value of developing a unified content strategy for your organization.

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