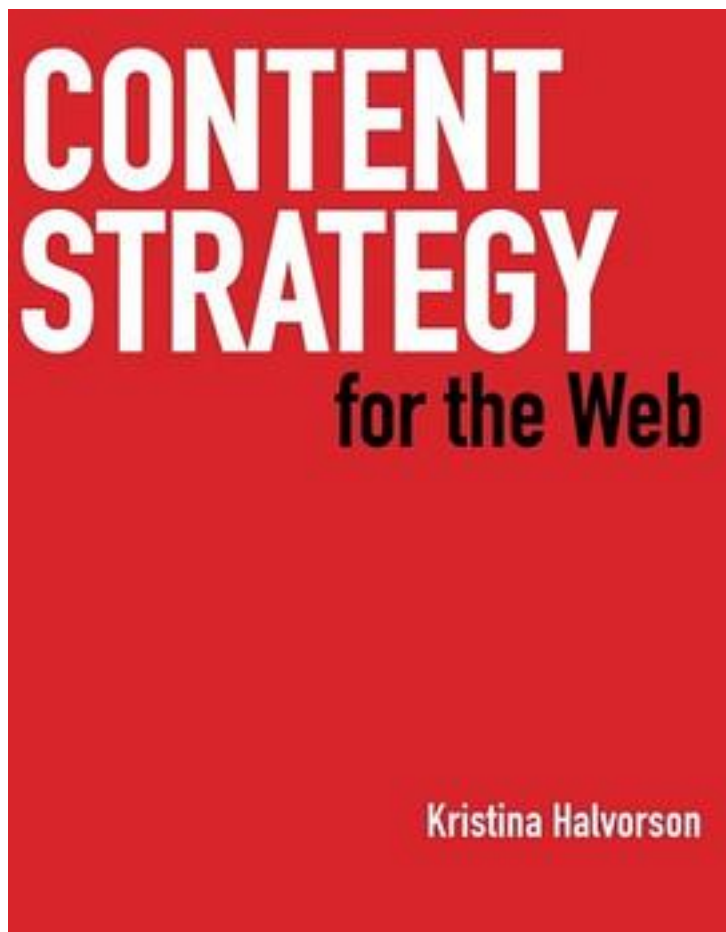


# Content Strategy for the Web



[Content Strategy for the Web\\_ 下载链接1](#)

著者:Halvorson, Kristina; Rach, Melissa; Cancilla, Sarah

出版者:

出版时间:2012-2

装帧:

isbn:9780321808301

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.

作者介绍:

目录:

[Content Strategy for the Web\\_下载链接1](#)

## 标签

用户体验

设计

writing

Technical

## 评论

另外一本讲Content Strategy的书，很好懂

---

就是因为有这样又厚又全的书存在，所以内容策略才发展缓慢，而且真正理解的人也很少，更别说能运用的人了。

-----  
[Content Strategy for the Web 下载链接1](#)

书评

-----  
[Content Strategy for the Web 下载链接1](#)