



Managing Enterprise Content: A Unified Content Strategy

Ann Rockley, Charles Cooper

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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.

Managing Enterprise Content: A Unified Content Strategy Details

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From Reader Review Managing Enterprise Content: A Unified Content Strategy for online ebook

Marcia Johnston says

For all you professional writers who struggle with managing mountains of information at work—whether you write technical manuals, marketing literature, training materials, service guides, online help, or what have you—the new edition of Ann Rockley's classic book, coauthored with Charles Cooper, calls to you.

My full review here:

<http://marciarieferjohnston.wordpress...>

Kelsey says

Essential read for anyone researching corporate content restructuring strategies. I read this about a year before launching into a CMS and DITA authoring research project at work. We're mid-implementation now, and I keep coming back to Rockley to remind myself why we started down this path.

Alyssa says

Essential read for anyone looking to implement an enterprise-wide content strategy. Rockley and Cooper get into the nitty-gritty details of setting up the processes and technology for an initiative like this in a way that most other content strategy books don't. Also exciting to see how content beyond technical content is included, especially in the discussion around CCMSEs and how they can benefit and support your strategy.

Gayle says

The Rockley Group really is a group of experts when it comes to content. I remember reading the first edition of this book and wondering how I'd ever be able to apply it. They were so far out ahead of everyone. The second edition is just as good, but because times have changed, managing enterprise content is much more of a reality and necessity.

Anyone who manages content in an organization should read this book. To me, this gives the big picture, and then Halvorson comes along with "Content Strategy for the Web" and brings it to a web level with everything you need to know for web content strategy.

Excellent!

Barth Siemens says

This is a solid resource for planning and implementing a unified content strategy, also known as single sourcing; it is also a worthwhile resource for anyone involved in an enterprise writing project. I will keep this close at hand.

Daniel says

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, proc

Kevin Dolley says

I have been fortunate to attend a couple webinars of the author, Ann Rockley and have found her knowledge and expertise of content management top notch. This book is a great primer for an author or authoring team who is undergoing (or better yet preparing for) the leap into a truly extensible content management system and philosophy.

That said, I was hoping to find more in the way of working examples. If you have already dove into this kind of authoring, this book provides a great road map of many of the issues you have already faced, hurdled, and duly noted. I found myself nodding my head, identifying, and agreeing with much of what I read. I just wish it had more about the best methods for “doing” rather than the “planning and preparedness.” At some point you need to produce content based on that planning.

Tommy Powell says

No quite so comprehensive as Boiko, but much more succinct and targeted. Has excellent sections on audits and information modeling -down to the document level.

Probably the very best book on CM to start with.

Keith says

The first book of its kind. Could be written better, but has many good concepts.
