

CONTENT EVERYWHERE: STRATEGY AND STRUCTURE FOR FUTURE-READY CONTENT

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.



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Content Everywhere: Strategy and Structure for Future-Ready Content

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Reader's Opinions

Perhaps due to the role I've played with CMS development and use in a few jobs I've held, a lot of what this book said was old-hat to me. However, the case studies are insightful and the evangelistic angle is an inspiring reminder of what needs to stay important.