

PDF Enterprise Content strategy api



site_link post a comment Kevin P Nichols Enterprise Content Strategy A Project Guide outlines best practices for conducting and executing content strategy projects His book is a step by step guide to building an enterprise content strategy for your organization Enterprise Content Strategy draws on Kevin Nichols experience managing one of the largest and most successful global content strategy teams to provide an insider s look at how to build an enterprise content strategy Full of definitions questions you need to ask checklists and guidelines this book focuses not on the what or why but on the how Enterprise Content StrategyComprehensive guide to enterprise content strategyVery thorough step by step guide to creating and implementing a content strategy plan It is high level in most areas but does provide examples of how to get granular This book has broadened my understanding of how to organize and present content digitally I appreciate the book recommendations as well Kevin Nichols Extremely efficient overview of everything there is to know about Enterprise Content Strategy with continual references to other sources for a deeper dive Kevin Nichols .