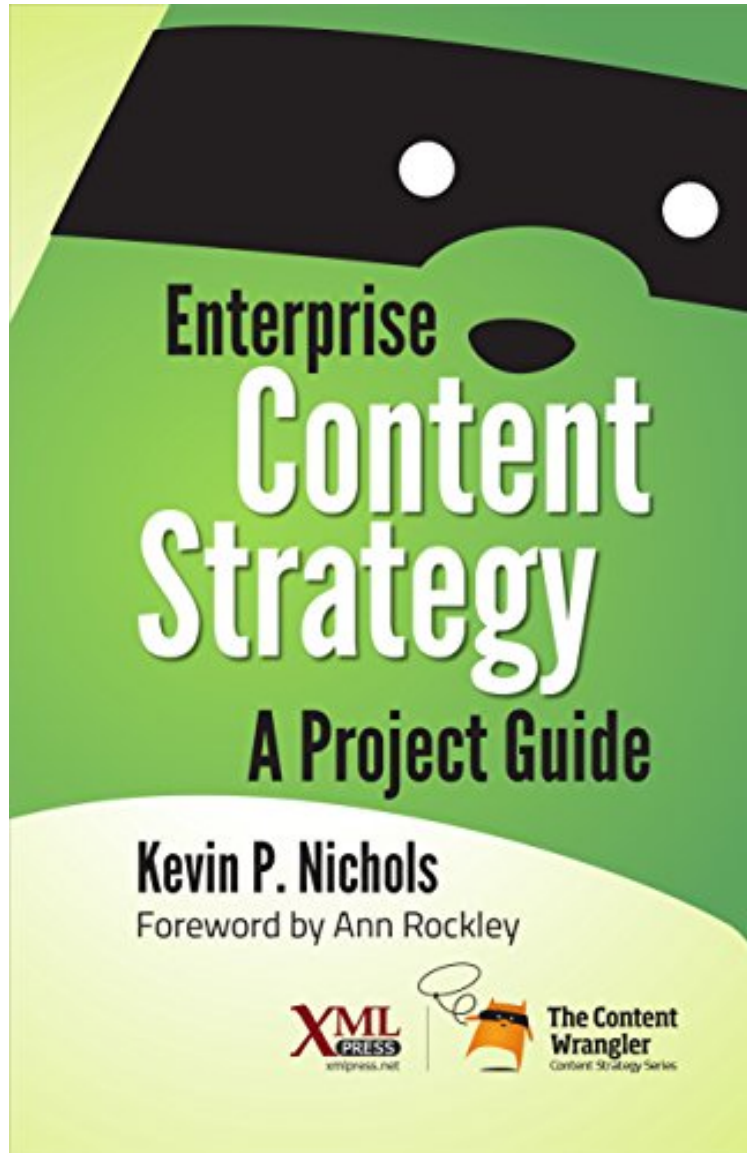


(Download free pdf) Enterprise Content Strategy

Enterprise Content Strategy

Kevin Nichols

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Kevin Nichols : Enterprise Content Strategy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Enterprise Content Strategy:

4 of 4 people found the following review helpful. A great read and a valuable addition to my Kindle library. By Glenn Hughes What I really appreciate about the book is how it guides you through a systematic end-to-end approach, with the emphasis on eight basic phases of work (plan, assess, define, design, build, publish, measure/optimize and govern). I can say from my own experience as a Senior Business Analyst how important it is that all of these phases be considered - especially when sometimes there is a tendency on projects to jump right into the design build phase

without first taking the initial phases into consideration. Additionally, I like how the book highlights the importance of continuous measurement optimizing the performance of our content to ensure that it remains relevant for those who consume it. Moreover, it talks about properly wrapping governance around our content, systems processes to help ensure that they remain stable and positioned to grow effectively. I am confident that Enterprise Content Strategy will serve me well on future initiatives.

2 of 2 people found the following review helpful. Help for the Harried Content Strategist
By Noreen Compton
Are content projects getting you down? Do you find yourself constantly having to explain content strategy basics to clients to no avail? Does the thought of selling seashells by the seashore sound really good to you right now? Help is here for the harried content strategist.
Kevin Nichols's new book, Enterprise Content Strategy: A Project Guide, offers sound advice on navigating through large content strategy projects. Clear project phases and tasks are spelled out, along with charts and lists to better explain what to do and when to do it. Kevin's dry wit keeps the reading lively. The glossary is especially handy for getting clarity on the variety of terms which are often described differently by content strategists and UX folk; we need to use on content strategy projects. If you are new to content strategy, you will learn a lot to get you started and keep you going. If you are experienced, you will definitely benefit from the information on omnichannel experiences. This book is a must-have addition to your UX/Content Strategy library. I have it in mine.

1 of 1 people found the following review helpful. True Practitioners Listen Up!
By Baraness Kevin Nichols is a thought leader and advocate for thoughtful content strategy. He's a practitioner, lecturer, mentor and pioneer in the field. I've been studying his work for years and have used his inventory and stakeholder questionnaire templates as guidelines for many discovery phases. So few resources on Content Strategy truly elucidate each phase and its accompanying methodology of myriad projects -- redesigns, to content migrations, to content production and maintenance. Kevin outlines in sublime detail Omnichannel and multichannel strategy elements and considerations; governance processes, identifying content requirements, how to properly scope projects, a checklist of best practices, advocacy for Content First, and a faceted taxonomy reference. As a true practitioner of the discipline, I cannot recommend this book enough. You cannot call yourself a content strategist if you miss this comprehensive guidepost on every aspect of Enterprise Content Strategy.

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.

"A practical, hands-on book that is jam-packed full of definitions, questions you need to ask, checklists, and guidelines."--Ann Rockley (from the foreword) Founder and President, The Rockley Group
"Whether you're just getting started or a seasoned professional, you will find this book an invaluable resource for planning and implementing content strategy projects. This super-tactical guide, by one of our industry's leading practitioners, will be your go-to reference."--Paula Land CEO, Content Insight and author of Content Audits and Inventories: A Handbook
"A great guidebook on all of the basics, from strategies through to tactics, on the world of enterprise-level content strategy."--Donald Chesnut Chief Experience Officer, SapientNitro
"A real-world manual for anyone integrating content strategy into their organization."--Rebecca A Schneider President, Azzard Consulting
"Start to finish, a true practitioner's guide for content strategy."--Laura Lerner Senior Director, Enterprise Knowledge Architecture, ADP, LLC