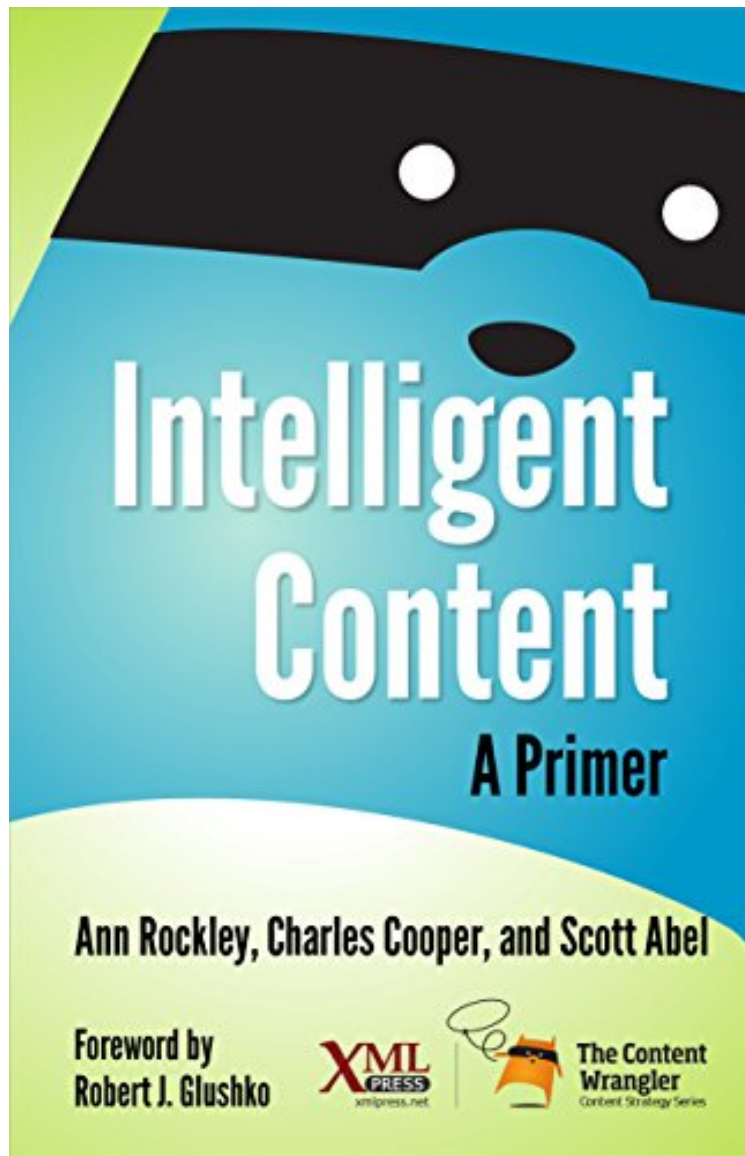


[Download ebook] Intelligent Content: A Primer

Intelligent Content: A Primer

Ann Rockley, Charles Cooper, Scott Abel
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Ann Rockley, Charles Cooper, Scott Abel : Intelligent Content: A Primer before purchasing it in order to gauge whether or not it would be worth my time, and all praised Intelligent Content: A Primer:

0 of 0 people found the following review helpful. It IS a wonderful primer to the possibilities that intelligent content open for ...By Laura CreekmoreI consult regularly with clients on how to make their content operations more effective. I've started recommending this book often, in both client conversations and in presentations I made at industry conferences. It IS a wonderful primer to the possibilities that intelligent content open for an organization. If you are wondering how to make your content more effective, or to demonstrate the ROI on your content, or to better

meet the needs of your audience, this book is for you! 0 of 0 people found the following review helpful. informative
By Richard K. Whitegood information 0 of 0 people found the following review helpful. A long awaited resource
By Leigh W. White
If you're a technical writer struggling to wrap your mind around the "new frontier" of content creation, or a manager who needs a good sales pitch for adopting intelligent content on your team, or a marketing person who wants to know how to better reach diverse audiences by re-purposing the same set of content in multiple ways, then this book is exactly the resource you need. It's well-organized, to the point, and brief. It walks readers step-by-step, starting with our common understanding of "traditional content" and moving towards an understanding of what makes content intelligent. Each section builds logically on previous sections. An easy-to-follow explanation of intelligent content (and what makes content "intelligent" as opposed to not intelligent) opens the book, followed by sections that explain why we need intelligent content, and the challenges and benefits of intelligent content. There is a section of case studies, which are always useful when building a persuasive argument for adoption. Finally, the book lays out some methods and approaches for overcoming objections to intelligent content. As an information architect who has guided several groups through a transition from traditional content to intelligent content, I very much appreciate this last section and its acknowledgement that change is hard. There are certainly more comprehensive books on intelligent content out there, but this book is an essential introduction that has been sorely needed.

Today, everything is marketing. All of the content we produce affects the customer experience. Therefore, all content is marketing and all content producers are marketers. *Intelligent Content: A Primer* introduces intelligent content: how it works, the benefits, the objectives, the challenges, and how to get started. Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management. *Intelligent Content: A Primer* is written by three leaders in content strategy and content marketing. Ann Rockley is widely recognized as the mother of content strategy. Charles Cooper, co-author with Ann Rockley of *Managing Enterprise Content*, has been involved in creating and testing digital content for more than 20 years. And Scott Abel, known as *The Content Wrangler*, is an internationally recognized global content strategist. Together, they have created the definitive introduction to intelligent content.