

Managing Enterprise Content: A Unified Content Strategy

Part 1 The basis of a unified content strategy

- Chapter 1 Content: The lifeblood of an organization
- Chapter 2 Fundamental concepts of reuse
- Chapter 3 Assessing return on investment for a unified content strategy

Part 2 Performing a substantive audit

- Chapter 4 Where does it really hurt?
- Chapter 5 Analyzing the content life cycle
- Chapter 6 Performing a content audit
- Chapter 7 Envisioning your unified content life cycle

Part 3 Design

- Chapter 8 Information modeling
- Chapter 9 Designing metadata
- Chapter 10 Designing dynamic content
- Chapter 11 Designing workflow
- Chapter 12 Implementing your design

Part 4 Tools and technology

- Chapter 13 Evaluating tools
- Chapter 14 The role of XML
- Chapter 15 Authoring tools
- Chapter 16 Content management systems
- Chapter 17 Workflow systems
- Chapter 18 Delivery systems

Part 5 Moving to a unified content strategy

- Chapter 19 Collaborative authoring: Breaking down the silos
- Chapter 20 Separating content from format
- Chapter 21 Managing change
- Chapter 22 Transition plan

Appendices

- Appendix A Checklist for implementing a unified content strategy
- Appendix B Writing for multiple media
- Appendix C Vendors
- Appendix D Tools checklist
- Appendix E Content relationships