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,...

Content Everywhere: Strategy and Structure for Future-Ready Content

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Reader's Opinions

The most exciting, instructive, and terrifying chose-your-own-adventure I've ever read!

What is this book about?This book isnt really about method; its about mindset: about establishing a way of thinking that will serve your contentnot to mention your users, your organization, and your sanitywell into the future. Its about building a framework for thinking about content, not answering every question youll encounter about...