CONTENT STRATEGY

FOR THE WEB

SECOND EDITION

KRISTINA HALVORSON

MELISSA RACH

Foreword by Sarah Cancilla, Facebook

Resumo de Content Strategy for the Web

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn t help, and the new CMS just made things worse.

Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you re not sure where to start. How can you realize the value of content while planning for its long-term success?

For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content."

[Acesse aqui a versão completa deste livro](#)