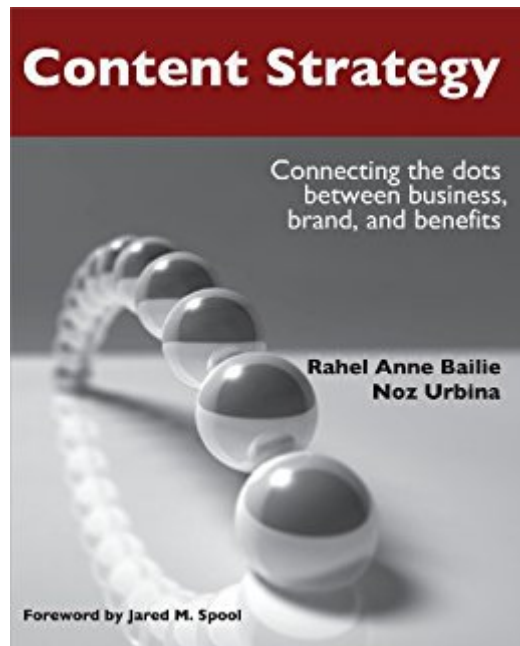


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# Content Strategy: Connecting The Dots Between Business, Brand, And Benefits



## Synopsis

If you've been asked to get funding for a content strategy initiative and need to build a compelling business case, if you've been approached by your staff to implement a content strategy and want to know the business benefits, or if you've been asked to sponsor a content strategy project and don't know what one is, this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds, but they share a deep understanding of how to help your organization build a content strategy. Content Strategy: Connecting the dots between business, brand, and benefits is the first content strategy book that focuses on project managers, department heads, and other decision makers who need to know about content strategy. It provides practical advice on how to sell, create, implement, and maintain a content strategy, including case studies that show both successful and not so successful efforts. Inside the Book Introduction to Content Strategy Why Content Strategy and Why Now The Value and ROI of Content Content Under the Hood Developing a Content Strategy Glossary, Bibliography, and Index

## Book Information

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## Customer Reviews

You've heard about content strategy but still have questions. Or you want your company to implement a content strategy but you can't convince your executives. Then you need to get a copy of Content Strategy. This isn't a Dummies book. It assumes that you already know about things like CRM and branding. It doesn't tell you how to create good content. It doesn't lead you by the hand through the process of developing a content strategy. (It couldn't: as the preface explains, content strategies are highly situational.) It does give you everything you need to make the business case for a content strategy. It describes the business benefits and the characteristics of an effective content strategy, using numerous case studies and examples distilled from the authors' extensive experience. It maintains its focus (no small feat when you have such rich subject matter and such knowledgeable authors): not belaboring basic ideas and not wandering into the weeds of detail. It even offers an extensive glossary to bring you up to speed on terminology. While you'll take away a lot, however, reading Content Strategy will require you to invest some serious time and thought. That's understandable: content strategy is a complex topic. Still, the book would be enhanced by a substantive edit. The outline is inconsistent -- for example, the B2C and B2B case studies in chapters 13 and 14 have completely different sets of headings. Some ideas are covered more than once -- like "what we mean by content" on page 4 and then again on page 36. (To the authors' credit, they never contradict themselves.) I'd like to see more evaluative statements -- for example, in chapter 19 where different municipal websites are shown but not really critiqued ("this worked because...

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