Content Strategy Home

This book constitutes the refereed proceedings of the Third International Conference on Digital Economy, ICDEc 2018, held in Brest, France in May 2018. The conference was founded in 2016 to discuss innovative research and projects related to the support role of Information System Technologies in the digital transformation process, business innovation and e-commerce. The 15 papers presented in this volume were carefully reviewed and selected from 41 submissions. The theme of ICDEc 2018 was "Digital Economy: Emerging Technologies and Business Innovation". The papers were organized in topical sections named: digital marketing; e-banking and competitive intelligence; information system technologies; and e-learning, e-government and e-health.

In this essential guide, Meghan Casey outlines a step-by-step approach for doing content strategy, from planning and creating your content to delivering and managing it. Armed with this book, you can confidently tackle difficult activities like telling your boss or client what's wrong with their content, getting the budget to do content work, and aligning stakeholders on a common vision. Reading The Content Strategy Toolkit is like having your own personal consulting firm on retainer with a complete array of tools and tips for every challenge you'll face. In this practical and relevant guide, you'll learn how to: Identify problems with your content and persuade your bosses it's worth the time and resources to do it right Make sense of your business environment and understand your audience Get stakeholders aligned on business goals and user needs Set your content strategy and decide how to measure success Create, maintain, and govern on-strategy content You'll learn to control your content—and not have it control you.

"Practical and accessible, this book provides the first step-by-step guide to cognitive strategy instruction, which has been shown to be one of the most effective instructional techniques for students with learning problems. Presented are proven strategies that students can use to improve their self-regulated learning, study skills, and performance in specific content areas, including written language, reading, and math. Clear directions for teaching the strategies in the elementary or secondary classroom are accompanied by sample lesson plans and many concrete examples. Enhancing the book's hands-on utility are more than 20 reproducible worksheets and forms"--

Strategic Market Management, helps managers identify, implement, prioritize, and adapt market-driven business strategies in dynamic markets. The text provides decision makers with concepts, methods, and procedures by which they can improve the quality of their strategic decision-making. The 11th Edition provides students in strategic marketing, policy, planning, and entrepreneurship courses with the critical knowledge and skills for successful market management, including strategic analysis, innovation, working across business units, and developing sustainable advantages.

This book collects ECM research from the academic discipline of Information Systems and related fields to support academics and practitioners who are interested in understanding the design, use and impact of ECM systems. It also provides a valuable resource for students and lecturers in the field. "Enterprise content management in Information Systems research – Foundations, methods and cases" consolidates our current knowledge on how today's organizations can manage their digital information assets. The business challenges related to organizational information management include reducing search times, maintaining information quality, and complying with reporting obligations and standards. Many of these challenges are well-known in information management, but because of the vast quantities of information being generated today, they are more difficult to deal with than ever. Many companies use the term "enterprise content management" (ECM) to refer to the management of all forms of information, especially unstructured information. While ECM systems promise to increase and maintain information quality, to streamline content-related business processes, and to track the lifecycle of information, their implementation poses several questions and challenges: Which content objects should be put under the control of the ECM system? Which processes are affected by the implementation? How should outdated technology be replaced? Research is challenged to support practitioners in answering these questions.

Content Strategy for the WebNew Riders

Sitecore was recently recognized as one of the most reputable/reliable web content management solutions (WCMS) in the marketplace. Thousands of companies use Sitecore to help manage their web and mobile digital properties. Sitecore is a very large, complex platform that performs many robust functions and capabilities. As such, marketers and end users often have a hard time coming up to speed on the technology. Practical Sitecore 8 Configuration and Strategy: A User Guide for Sitecore's Content and Marketing Capabilities provides that opportunity. The flow of the book will take newbies step-by-step on how to configure Sitecore content, personalization, and marketing automation capabilities. Sprinkled in through the book will be callouts that highlight strategies and best practices—taking the book beyond just the "how to" step-by-step procedures that can be found elsewhere. Practical Sitecore 8 Configuration and Strategy: Brings you up to speed on Sitecore without requiring a training class. Provides the information in a clear, logical outline that takes users from simple, foundational concepts to more advanced concepts at the end. Rounds out existing sources of documentation with strategies and best practices from real-world experience. What You'll Learn How to manage content in Sitecore How to create web forms and landing pages How to optimize the site through personalization and A/B/N testing How to use Sitecore for your marketing campaigns How to leverage analytics for custom measurement/engagement strategies How to create a robust governance plan for your Sitecore properties Who This Book Is For The key target audience for this book are content administrators (content authoring, forms development, etc.) and digital marketers (campaigns, analytics, marketing automation, experience optimization, etc.) using the Sitecore platform.

This is not another SEO book written for marketing professionals. Between these covers you'll find practical advice and examples for people who build websites aiming to reach their target audience. Each chapter will introduce you to best practices and fresh perspectives on how to accomplish these simple, yet indispensable goals: Help more people find your site Help users find content within your site Encourage return visits The path this book travels through the villages of Web standards, accessibility, and contemporary technologies like Ajax, APIs, Flash, and microformats. You'll find the big ideas behind these technologies and real world examples, illustrating that you don't have to compromise the user experience to create search engine friendly, findable websites. Although this book illuminates a broad range of findability strategies, one common theme pervades: Web standards + compelling content = improved findability = more successful sites You'll find even more findability guidance on the book's companion website (http://buildingfindablewebsites.com) including 5 bonus chapters.

The Digital Review of Asia Pacific provides an overview of how information and communication technology (ICT) is being diffused throughout the Asia Pacific region to facilitate socio-economic development. This third annual review provides an analytical overview of the state of ICT4D in the Asia Pacific region. It covers 31 countries and economies including - for the first time - North Korea. Each country is dealt within a separate chapter, which attempts to provide comprehensive coverage of the various aspects of ICT4D in the concerned country at the time of writing (in 2006). The chapters have been written by a team of authors representing different sectors, such as government, academia, industry, and civil society.

Advice from a YouTube insider on how to creative effective campaigns YouTube is the top destination for online video. With over a billion viewers around the globe, it's also valuable real estate for marketers looking to get their message out. YouTube Marketing For Dummies shares insight from a former YouTube employee who helped large and small businesses create effective marketing campaigns. Inside, you'll discover proven game plans for buying advertising, launching a content marketing campaign, building a branded channel and community, and evaluating the results of your work. Plus, you'll find trusted, proven ways to get the most bang for your buck from the internet's #1

destination for video content. Create a plan that fits your business needs Launch an ad campaign Find video creation strategies Launch a branded channel Are you ready to identify, launch, and measure a YouTube marketing campaign? Everything you need is a page away!

In the world of web design, if one wants to create a successful web site, one needs an effective content strategy. Return on Engagement shows web designers and developers how to implement an effective content strategy and how to stay ahead in the rapidly changing industry of web design. It presents best practices in terms of web design through a marketing function: content strategy, SEO, social media marketing, and success measurement to help web designers implement a strategy that ensures success for the site they are building. Return on Engagement shows web designers and developers how to not just design an aesthetically pleasing, functional website. This book shows those professionals how to implement marketing strategies and analysis into their website, thus ensuring its success. Nearly 3 years since the previous edition published, new best practices have been formed. Tools in which web developers use to analyze website metrics have advanced. New social media networks and communities have cropped up. New research in how audiences read and receive content has been done, subsequently refining best digital marketing practices. Return on Engagement features a step-by-step breakdown of how to use new tools, techniques, and technologies. The new edition also includes updated case studies of industry leaders who implement best practices on projects. Return on Engagement also features a regularly updated companion site that offers readers sample content, easy sharing tools, and web-based resources to help measure marketing viability of web properties.

InfoWorld is targeted to Senior IT professionals. Content is segmented into Channels and Topic Centers. InfoWorld also celebrates people, companies, and projects.

When you want to engage customers, you must have great content that speaks to them in their language. Success in foreign markets takes research, planning, and sensitivity regarding the culture, expectations, and buying habits of each target customer. Because of this, more and more companies are translating more content into more languages every day. Global Content Strategy: A Primer gives you the information you need to get started navigating the global content landscape. From tips on making your global content more accessible to details on how to ensure that your words and images are prepared for the world, this book provides information every global organization needs to be successful.

Finally: a real-life, practical industry guide on content strategy and marketing. Practical Content Strategy & Marketing is your go-to guide on a practical content strategy and marketing education, created by author Julia McCoy as a written accompaniment to her new course, the Content Strategy & Marketing Course (www.contentstrategycourse.com). If you run a business, or if you're trying to break into a top-dollar content marketing career, you need to know the practical concepts involved in content strategy and marketing. The "how," the "why," the "where" of content. Content marketing itself involves so many platforms, formats, content types, strategies, tools—and to get the most ROI from your approach to content marketing and strategy, you have to know how to do the most important content marketing practices. Forget FOMO and trying to figure out too many things. This guide will teach you the most important foundations and skills you actually need in order to get far in our booming industry of content marketing. For the first time in the industry, Practical Content Strategy & Marketing lays the "hows" of content marketing and strategy out, in a step-by-step approach, book form. Each section has written exercises built to solidify what you're reading and learning—you'll be able to fill these out with a pen. Don't be afraid to mark up this book! Why is this book different? You're not going to find corporate, birds-eye, mumbo-jumbo fluff in this content marketing guide. Quite the opposite. The author, Julia McCoy, won her way to the top (awarded as the top 33rd content marketer in 2016) the hard-knocks way. She dropped out of college and built a content agency, Express Writers, on nothing but $75 and the tenacity to go and follow her dream and see it through. Five years later, Julia's business has served over 5,000 clients and employs over 40 team members, and her content consistently ranks at the top of Google and among the highest-shared for guest publications. Her go-to marketing strategy? A practical, hands-on content marketing approach that has ended up bringing her 99% of the clients her agency currently works with. With Julia as your guide, learn the principles and physical "how-to" behind these six key cores of effective content marketing: Module 1: Core Foundations of an ROI-Based Content Strategy Module 2: Audience Persona Discovery, Sales Funnel Content Mapping, & Style Guidelines Module 3: Understanding Keywords, SEO Opportunities, & Creating Keyword Reports Module 4: How to Build Content Cores (Your Content House) for an Authority Presence Online Module 5: Practical Content Creation (Your Site & Guest Blogging) Module 6: Content Promotion, Setting a Budget, Preparing Your Editorial Calendar, & Maintenance Along the way, you'll get to build a working content strategy from the ground up, using the Brand Strategy Exercises in each module. Have your pen and thinking cap ready—and a brand you want to build an entire working strategy for! Practical Content Strategy & Marketing is a field guide for the smartest content marketers who know that strategy is the key to thriving in our world of new marketing through content. Bonus: leading business marketing expert Mark Schaefer joins Julia to write the foreword, and guests Sujan Patel, Michele Linn, Steve Rayson and more appear in guest lessons throughout the book.

Outlines the principles of content strategy, including case studies of Johns Hopkins Medicine, MINI, and Icebreaker.

Distill 100%–Usable Max-Profit Knowledge from Your Digital Data. Do It Now! Why hasn't all that data delivered a whopping competitive advantage? Because you've barely begun to use it, that's why! Good news: neither have your competitors. It's hard! But digital marketing analytics is 100% doable, it offers colossal opportunities, and all of the data is accessible to you. Chuck Hemann and Ken Burbary will help you chop the problem down to size, solve every piece of the puzzle, and integrate a virtually frictionless system for moving from data to decision, action to results! Scope it out, pick your tools, learn to listen, get the metrics right, and then distill your digital data for maximum value for everything from R&D to CRM to social media marketing! • Prioritize—because you can't measure, listen to, and analyze everything • Use analysis to craft experiences that profoundly reflect each customer's needs, expectations, and behaviors • Measure real social media ROI: sales, leads, and customer satisfaction • Track the performance of all paid, earned, and owned social media channels • Leverage "listening data" way beyond PR and marketing: for strategic planning, product development, and HR • Start optimizing web and social content in real time • Implement advanced tools, processes, and algorithms for accurately measuring influence • Integrate paid and social data to drive more value from both • Make the most of surveys, focus groups, and offline research synergies • Focus new marketing and social media investments where they'll deliver the most value Foreword by Scott Monty Global Head of Social Media, Ford Motor Company

Few organizations realize a return on their digital investment. They're distracted by political infighting and technology-first solutions. To reach the next level, organizations must realign their assets—people, content, and technology—by practicing the discipline of digital governance. Managing Chaos inspires new and necessary conversations about digital governance and its transformative power to support creativity, real collaboration, digital quality, and online growth.

If your website content is out of date, off-brand, and out of control, you're missing a huge opportunity to engage, convert, and retain customers online. Redesigning your home page won't help. Investing in a new content management system won't fix it, either. So, where do you start? Without meaningful content, your website isn't worth much to your key audiences. But creating (and caring for) "meaningful" content is far more complicated than we're often willing to acknowledge. Content Strategy for the Web explains how to create and deliver useful, usable content for your online audiences, when and where they need it most. It also shares content best practices so you can get your next website redesign right, on time and on budget. For the first time, you'll: See content strategy (and its business value) explained in plain language Find out why so many web projects implode in the content development phase ... and how to avoid the associated, unnecessary costs and delays Learn how to audit and analyze

your content Make smarter, achievable decisions about which content to create and how Find out how to maintain consistent, accurate, compelling content over time Get solid, practical advice on staffing for content-related roles and responsibilities Responding to the newly-emerging trend of organisations hiring journalists to create content on their behalf, Brand Journalism is the first comprehensive, practical guide to this hybrid form of traditional journalism, marketing and public relations. This textbook takes a direct and practical approach to the subject, showing journalists and journalism students how they can apply their skills to working for a brand, and showing those who work for non-media organisations how their organisation can acquire the skills necessary to become a multimedia publisher. Areas covered include: • Establishing the audience your brand wants to engage with • Identifying your organisation's business goals • Developing a brand journalism strategy to help deliver those business goals • Measuring the results of your brand journalism strategy The book also features a wealth of case studies on the subject and offers an invaluable companion website - www.brand-journalism.co.uk.

Research shows that consumer conversations, client happiness and empowered employees are the pillars of growth in a successful company. However, many organizations make decisions that contradict these findings and hamper their prospects of expansion. The Conversation Company will help your organization become a business in which people are the key driver of growth, sharing engaging content and building the company's culture and business objectives. People now expect any brand to have a human 'face' and you need to define a clear set of values for both employees and customers, incorporating them in your marketing so that all company communication reflects the DNA of your organization. Based on solid research and including interviews and case studies of companies such as Zappos, Kodak, Nokia and Microsoft, The Conversation Company is the key to sustainable success.

Managing the creation and maintenance of the huge volume of Web content requires an understanding of not just Web writing, but of detailed, well-planned, realistic content development processes. Those practicing the new discipline of Web Content Strategy are being called upon to help Web development teams navigate this new editorial ecosystem where content not only has to be written, but also broken up into thousands of pieces that have to be reviewed, approved, re-purposed, edited for search engines, translated, localized, and generated using a new and complex set of tools and techniques. The Web Content Strategist's Bible explains how the practice of Web content strategy can be used to effectively manage the size, scope, and cost of content-heavy Web development projects. Presented in an easy, readable style, the book focuses on asking the right questions and gathering relevant information needed for efficient project planning and development.

Kevin P. Nichols' Enterprise Content Strategy: A Project Guide outlines best practices for conducting and executing content strategy projects. His book is a step-by-step guide to building an enterprise content strategy for your organization. Enterprise Content Strategy draws on Kevin Nichols' experience managing one of the largest and most successful global content strategy teams to provide an insider's look at how to build an enterprise content strategy. Full of definitions, questions you need to ask, checklists, and guidelines, this book focuses not on the what or why, but on the how.

Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices, practical models, and time-tested techniques Contemporary business organizations can either embrace the digital revolution or be left behind. Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices, practical models, and time-tested techniques to compete in today's digital world. Features include: Comprehensive discussions on content strategy, content key performance indicators (KPIs), mobile-¬first strategy, content assessment models, various practical techniques and methodologies successfully used in real-world digital programs, relevant case studies, and more. Initial chapters cover core concepts of a content management system (CMS), including content strategy, CMS architecture, templates, work flow, reference architectures, information architecture, taxonomy, and content metadata. Advanced CMS topics are then covered with chapters on integration, content standards, digital asset management (DAM), document management, content migration, evaluation, validation, maintenance, analytics, search engine optimization (SEO), security, infrastructure, and performance. The basics of enterprise search technologies are explored next, including enterprise search features, advanced search methods, and other enterprise search concepts. An accompanying book support website provides additional material such as various content templates, checklists, and content case studies; along with an illuminating end-to-end digital program case study. Enterprise Content and Search Management for Building Digital Platforms: Offers a comprehensive guide to understanding and learning new methodologies, techniques, and models for the creation of an end-to-end digital system Addresses a wide variety of proven best practices, reference architecture, and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile-first strategy, responsive design, adaptive content design, micro services architecture, and semantic search; and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension, including a complete end-to-end digital program case study Provides readily usable content management checklists and reusable templates for defining content strategy, CMS evaluation, search evaluation, and DAM evaluation that can be found on the book support website Comprehensive and cutting-edge, this book is an invaluable reference resource for creating an optimal enterprise digital eco-system to meet the challenges of today's hyper-connected world.

This is eight lessons written for course materials for the Web Development Strategy Class. This book is a summary of what is taught in the course. Subject material covers Content Management Systems and websites, detailed Search Engine Optimization techniques, how to make money selling advertising on your website, social media integration and creation, and many suggestions on utilizing your work flow.

The Language of Localization defines 52 terms that every business professional should know, even professionals who do not specialize in localization. In a global market, every business person needs to understand the importance of localization and be able to speak intelligently with localization professionals. Each term was authored by an expert practitioner who provided a short definition, a statement of why that term is important, and an essay that explains why a business professional or localization practitioner should understand the term. The Language of Localization covers everything from basic terms, such as translation, to the latest concepts, such as augmented translation and machine translation. In addition there are short definitions of 70 additional business, linguistics, and standards terms. For those who want to dig deeper, there are more than 150 references for further exploration. Expertly compiled and edited by Katherine Brown-Hoekstra, this book is a useful reference for localization experts, managers, students, and any business person who works in a global market.

Five years have passed, and the magazine has changed. A small, obscure lists blog has evolved into a professional publication with a publishing policy, editorial plans, in house style guide as well as a dedicated team of experienced authors, research assistants, advisory

board experts, editors and proofreaders. Smashing Magazine is a dedicated, passionate team, but it is also you, you and every single reader who have been reading Smashing Magazine for all those years. Thank you for being with us, we could not exist without you. This eBook is our humble gift to you for your support, criticism and encouragement over all these years. It contains the best, most useful, most interesting or most inspiring articles that have been published on Smashing Magazine over the last five years. They have been carefully edited, proofread and updated for your convenience and a pleasing reading experience.

Any organization that has a searchable web site or intranet is sitting on top of hugely valuable and usually under-exploited data: logs that capture what users are searching for, how often each query was searched, and how many results each query retrieved. Search queries are gold: they are real data that show us exactly what users are searching for in their own words. This book shows you how to use search analytics to carry on a conversation with your customers: listen to and understand their needs, and improve your content, navigation and search performance to meet those needs.

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.

Business of Insurance Brokers is useful in 'campus to corporate journey' for beginners, and at the same time, relevant for senior leaders in the broking domain to acclimatise themselves in the upcoming digital intervention. The book covers: 1. Work-flow protocol besides servicing of claims and handling complaints, including presentation skills essential for building one's career in Insurance Broking. 2. Knowledge of interpersonal communication skills comprising handling negotiations, meeting techniques, team roles and group work. 3. Soft skills like business communications, problem-solving and decision-making skills, business-writing techniques and business etiquette necessarily required by any broker.

Become more mindful of the user when building digital products, and learn how to integrate a user-centered approach into your thinking as a web or app developer. This book shows you how the user experience is the responsibility of everyone involved in creating the product and how to redefine development principles when building user-centered digital products. There are still many organizations that are not design driven, and the gap between stereotypical design and development teams needs to be bridged in order to build digital products that cater to the needs of real people. We are at a point where we see organizations that cannot bring the user experience into their core thinking falling behind their competitors. You'll see how to increase the level of UX maturity within any organization by tackling what is possibly the biggest stumbling block that stands between design and development: putting user needs ahead of system efficiency. UX for Developers shows how you can adjust your focus in order to be more mindful of the user when building digital products. Learn to care about what you build, not just for the system's sake, but for those who will use what you build. What You'll Learn Understand what it means to build websites and applications for the user, rather than from a developer's perspective. Review the soft skills required to build more usable digital products Discover the tools and techniques to adopt a user-focused approach to development. Improve communication throughout design and development, especially between developers and non-developers. Who This Book Is For Primary audience is Web/app developers that are looking to understand what it takes to build usable digital products. Secondary audience is UX Designers who are looking to understand the viewpoint of developers; Project managers and stakeholders who need to facilitate better working relationships between developers and designers.

The Affordable Care Act, landmark health legislation passed in 2010, called for the development of the National Prevention Strategy to realize the benefits of prevention for all Americans¿ health. This Strategy builds on the law¿s efforts to lower health care costs, improve the quality of care, and provide coverage options for the uninsured. Contents: Nat. Leadership; Partners in Prevention; Healthy and Safe Community Environ.; Clinical and Community Preventive Services; Elimination of Health Disparities; Priorities: Tobacco Free Living; Preventing Drug Abuse and Excessive Alcohol Use; Healthy Eating; Active Living; Injury and Violence Free Living; Reproductive and Sexual Health; Mental and Emotional Well-being. Illus. A print on demand report.

Want to make money online? Then ignore social media at your own risk. Social media is vital if you want to your business to thrive, and though you can't control the conversations, you can influence them. This book will teach you how. If mismanaged, social media can create more noise than signal. It can be a time and energy suck—for you and your audience. Or worse still, it can become an echo chamber for negative PR. If done well, guerrilla social media marketing can help you persuade, command attention, establish dialogue, differentiate yourself, capture new markets, and outmaneuver the competition—all on a shoestring budget. Whether you're selling digital goods and services, physical goods, or local services, this book has the answers. Strategize and optimize your social presence in ways you didn't know were possible Drive more clicks and sales with better-performing Facebook ads Develop remarkable content with viral potential Manage your online reputation, instead of letting it manage you Integrate social media into your SEO strategy, and vice versa Leverage online influencers to promote your brand, and become an influencer yourself

If advertising and public relations were the best ways to connect with a company's audience through traditional media, and blogs are the best way to connect with millions of customers through the medium of online consumer generated media, then how can companies best use blogs to connect with their audience through the medium of consumer-generated media? The answer is through blogger relations, the process of interacting with bloggers and blog readers to get a company's message to an audience. This book targets business people, marketing professionals, public relations firms, search engine optimization and online marketing agency staff with a primer on the importance of corporate blogging and how to conduct a successful blogger relations ongoing campaign.

The Language of Content Strategy is the gateway to a language that describes the world of content strategy. With fifty-two contributors, all known for their depth of knowleEA Digital (delivered electronically)e, this set of terms forms the core of an emerging profession and, as a result, helps shape the profession. The terminology spans a range of competencies with the broad area of content strategy. This book, and its companion website, is an invitation to readers to join the conversation. This is an important step: the beginning of a common language. Using this book will not only help you shape your work, but also encourage you to contribute your own terminology and help expand the depth and breadth of the profession

There has possibly never been a more daring business figure in Canada's history than Ted Rogers. Hailed by some as a visionary with an incomparable insight, and equally loathed by others as a ruthless opportunist, Ted Rogers relentlessly

conquered his rivals in three industries – radio, cable television and cellular telephony. High Wire Act is an unprecedented, in-depth analysis into how Ted Rogers, driven by the psychological need to restore his family's name, leveraged his stake in a small Toronto FM radio station and propelled it into a media and telecommunications behemoth worth over $23 billion. The many topics covered in the book include details on Rogers'... Unmatched ability to foresee the convergence of cable and telephony before anyone else did Insatiable appetite for debt and risk taking, and how he bet his company three times to carry out his vision Shrewd political and regulatory maneuvers that always kept him one step ahead of his competitors and political adversaries such as Bell and the Aspers Opportunistic acquisition of the Toronto Blue Jays High Wire Act is a fascinating and one-of-a-kind look into one of Canada's most audacious and visionary business figures of the past fifty years. Every Canadian business reader will be enthralled by this enduring success story of Canada's only true telecommunications mogul.

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

User experience design is the discipline of creating a useful and usable Web site or application that's easily navigated and meets the needs of the site owner and its users. There's a lot more to successful UX design than knowing the latest Web technologies or design trends: It takes diplomacy, management skills, and business savvy. That's where the updated edition of this important book comes in. With new information on design principles, mobile and gestural interactions, content strategy, remote research tools and more, you'll learn to: Recognize the various roles in UX design, identify stakeholders, and enlist their support Obtain consensus from your team on project objectives Understand approaches such as Waterfall, Agile, and Lean UX Define the scope of your project and avoid mission creep Conduct user research in person or remotely, and document your findings Understand and communicate user behavior with personas Design and prototype your application or site Plan for development, product rollout, and ongoing quality assurance

Engage your students AND keep your sanity with classroom-tested tools. Tools for Teaching Social Studies delivers a wealth of practical solutions for classroom success — all grounded in solid educational philosophy. A lifeline for new social studies teachers and a source of inspiration and ideas for experienced teachers, this book offers you a boost at every stage of your career. Based on a master teacher's four decades of experience, this top-notch toolkit is packed with strategies: Learn five key teaching principles that put you and your students on the path to success. Discover your unique style. Connect with your students. Set and achieve realistic professional and personal goals. Stay organized and manage your time effectively. Empower yourself as a teacher. Avoid burn-out. Facilitate effective group work. Create engaging learning plans. Make the right use of social media. And much more!

In response to a mandate from Congress in conjunction with the Protection of Children from Sexual Predators Act of 1998, the Computer Science and Telecommunications Board and the Board on Children, Youth, and Families of the National Research Council and the Institute of Medicine established a committee of experts to explore options to protect children from pornography and other inappropriate Internet content. In June 2000, the Committee to Study Tools and Strategies for Protecting Kids from Pornography on the Internet and Their Applicability to Other Inappropriate Internet Content was established. Support for the committee's work came from the U.S. Department of Education, the U.S. Department of Justice, Microsoft Corporation, IBM, the W.K. Kellogg Foundation, and the National Research Council. The committee has been charged with exploring the pros and cons of different technology options and operational policies as well as nontechnical strategies that can help to provide young people with positive and safe online experiences. On December 13, 2000, the committee convened a workshop to provide public input to its work and focus on nontechnical strategies that could be effective in a broad range of settings (e.g., home, school, libraries) in which young people might be online. The overarching goal of this activity was to provide a forum for discussing the implications of this research with regard to policy and practice and identifying research needed to advance and inform policy and practice.

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