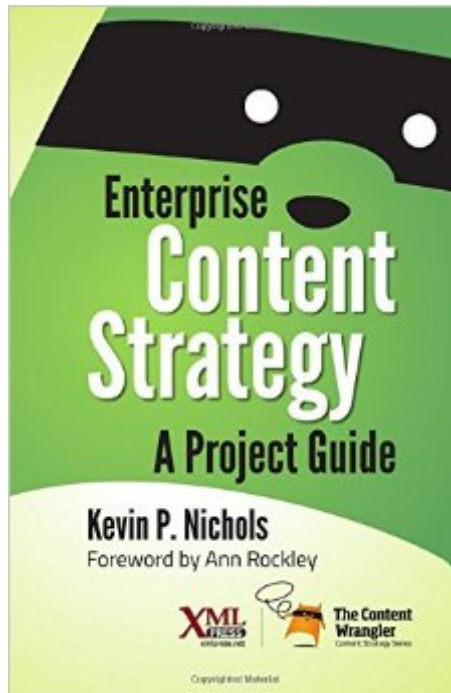


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Enterprise Content Strategy: A Project Guide



Synopsis

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. About the Author Kevin Nichols (@kpnichols) is an award-winning thought leader, digital industry enthusiast, and author with more than 19 years of professional experience. As leader of one of the oldest global content strategy teams, Kevin has grown that team to become one of the largest and most successful in the world. Kevin has been a forerunner and major contributor to user experience and content strategy. He has authored numerous articles on content strategy, user experience, and digital strategy. You can learn more about him at kevinpnichols.com. In 2014, he coauthored (with Donald Chesnut) *UX For Dummies*.

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Customer Reviews

What I really appreciate about the book is how it guides you through a systematic end-to-end approach, with the emphasis on eight basic phases of work (plan, assess, define, design, build, publish, measure/optimize and govern). I can say from my own experience as a Senior Business Analyst how important it is that all of these phases be considered - especially when sometimes

there is a tendency on projects to jump right into the design & build phase without first taking the initial phases into consideration. Additionally, I like how the book highlights the importance of continuous measurement & optimizing the performance of our content to ensure that it remains relevant for those who consume it. Moreover, it talks about properly wrapping governance around our content, systems & processes to help ensure that they remain stable and positioned to grow effectively. I am confident that Enterprise Content Strategy will serve me well on future initiatives.

This is the book I wish I'd had when I started out as a content strategist. And it's also the book I am thrilled to have as a reference now. Whatever your level of experience and expertise in content strategy, whether starting out or seasoned professional, you will find valuable insight and useful, practical, tactical guidance in this book. Kevin is one of the leading lights in the content strategy world and he has generously shared the process he's developed over years of experience working with major clients. This book is a master class in the hands-on application of time-tested techniques. A real treasure trove of information. Highly recommended.

Whether you are new to content strategy, or a long-time practitioner - this book provides valuable information that you can put to immediate use. It concisely and clearly describes the activities and processes involved in creating and executing an enterprise content strategy. The book is an easy read, with amusing examples and practical advice. It doesn't try to cover every aspect of content strategy in lurid detail - but points to other resources to help the reader explore further. Highly recommended.

Kevin Nichols is a thought leader and advocate for thoughtful content strategy. He's a practitioner, lecturer, mentor and pioneer in the field. I've been studying his work for years and have used his inventory and stakeholder questionnaire templates as guidelines for many discovery phases. So few resources on Content Strategy truly elucidate each phase and its accompanying methodology of myriad projects -- redesigns, to content migrations, to content production and maintenance. Kevin outlines in sublime detail Omnichannel and multichannel strategy elements and considerations; governance processes, identifying content requirements, how to properly scope projects, a checklist of best practices, advocacy for Content First, and a faceted taxonomy reference. As a true practitioner of the discipline, I cannot recommend this book enough. You cannot call yourself a content strategist if you miss this comprehensive guidepost on every aspect of Enterprise Content Strategy.

Are content projects getting you down? Do you find yourself constantly having to explain content strategy basics to clients to no avail? Does the thought of selling seashells by the seashore sound really good to you right now? Help is here for the harried content strategist. Kevin Nichols's™ new book, *Enterprise Content Strategy: A Project Guide*, offers sound advice on navigating through large content strategy projects. Clear project phases and tasks are spelled out, along with charts and lists to better explain what to do and when to do it. Kevin's™ dry wit keeps the reading lively. The glossary is especially handy for getting clarity on the variety of terms – which are often described differently by content strategists and UX folk – we need to use on content strategy projects. If you are new to content strategy, you will learn a lot to get you started and keep you going. If you are experienced, you will definitely benefit from the information on omnichannel experiences. This book is a must-have addition to your UX/Content Strategy library. I have it in mine~

Great book that provides both a contextual overview and concrete, specific steps for implementing a content strategy. I love how Nichols clarifies his vocabulary as he writes. I'm also impressed with the quality of the book – the use of colors and graphics helps to illustrate important points and makes reading it a pleasure. Nifty little book packed with important and useful information!

If your work is enterprise content strategy, solving content creation, management, and governance problems for complex clients and companies, then you need this book. I happily read a paper version, highlighting numerous pages and passages with yellow marker and sticky notes. I was speaking about the book so enthusiastically to a fellow content strategist that I just had to lend it to him. Content strategy is complicated – so many issues and questions to consider for every client, for every product, for every user. I always worry that I won't ask the right question that might unlock the secret for a project. Fortunately, that's a lot less likely now, thanks to this project guide. Nichols examines the steps of the content strategy project lifecycle and clearly lists the questions we need to ask in every one of these steps. He offers how-to insights from someone who has clearly been in the trenches. He knows the questions to ask -- who you need to collaborate with and what details to consider. As I read the book, I felt as if I was getting advice from a thoughtful manager, guiding me along to ask the right questions to guide me and my projects to success. Oh, by the way, my coworker hasn't given my copy of the book back. I'm going to have to buy another one. You probably should have one too.

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