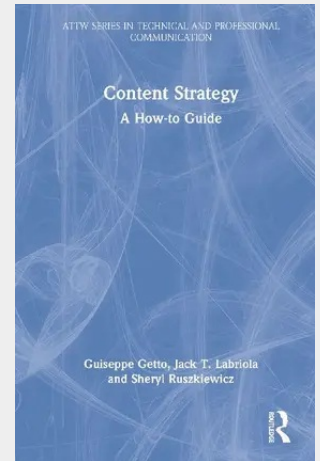


Content Strategy

A How-to Guide

This comprehensive text provides a how-to guide for content strategy, enabling students and professionals to understand and master the skills needed to develop and manage technical content in a range of professional contexts. The landscape of technical communication has been revolutionized by emerging technologies such as content management systems, open-source information architecture, and application programming interfaces that change the ways professionals create, edit, manage, and deliver content. This textbook helps students and professionals develop relevant skills for this changing marketplace. It takes readers through essential skills including audience analysis; content auditing; assembling content strategy plans; collaborating with other content developers; identifying appropriate channels of communication; and designing, delivering, and maintaining genres appropriate to those channels. It contains knowledge and best practices gleaned from decades of research and practice in content strategy and provides its audience with a thorough introductory text in this essential area. Content Strategy works as a core or supplemental textbook for undergraduate and graduate classes, as well as certification courses, in content strategy, content management, and technical communication. It also provides an accessible introduction for professionals looking to develop their skills and knowledge.



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