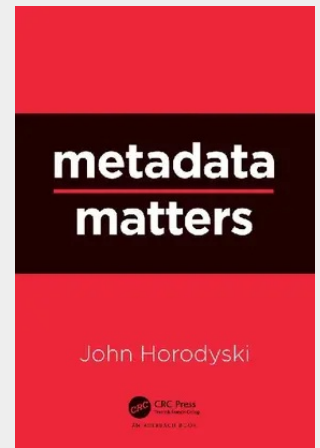


Metadata Matters

"In what is certain to be a seminal work on metadata, John Horodyski masterfully affirms the value of metadata while providing practical examples of its role in our personal and professional lives. He does more than tell us that metadata matters—he vividly illustrates why it matters." —Patricia C. Franks, PhD, CA, CRM, IGP, CIGO, FAI, President, NAGARA, Professor Emerita, San José State University, USA If data is the language upon which our modern society will be built, then metadata will be its grammar, the construction of its meaning, the building for its content, and the ability to understand what data can be for us all. We are just starting to bring change into the management of the data that connects our experiences. Metadata Matters explains how metadata is the foundation of digital strategy. If digital assets are to be discovered, they want to be found. The path to good metadata design begins with the realization that digital assets need to be identified, organized, and made available for discovery. This book explains how metadata will help ensure that an organization is building the right system for the right users at the right time. Metadata matters and is the best chance for a return on investment on digital assets and is also a line of defense against lost opportunities. It matters to the digital experience of users. It helps organizations ensure that users can identify, discover, and experience their brands in the ways organizations intend. It is a necessary defense, which this book shows how to build.

Metadata increases the return on investment of content systems by unlocking the potential to ingest, discover, and distribute assets. The book outlines the requirements for collecting data, and the guideposts for protecting and leveraging large datasets. It shows how metadata can empower content and digital operations.


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