

## Content Everywhere Strategy And Structure For Future Ready Ebook Sara Wachter Boettcher

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*Content Everywhere: Strategy and Structure for Future ...*  
Having read other content strategy books recently (e.g. The Elements of Content Strategy) and been disappointed by their lack of clarity and direction, this was a refreshing read! Content Everywhere is clearly written and organised and filled with practical tips.

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As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

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*Content Everywhere: Strategy and Structure For Future ...*  
Content Everywhere promises to be the new bible for content professionals who are committed to creating meaningful content that can, at last, be free. —Kristina Halvorson Founder, Brain Traffic and Confab Events Author, Content Strategy for the Web

*Content Everywhere - Rosenfeld Media*  
Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

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Wachter-Boettcher, Sara. 2012. Content Everywhere. New York: Rosenfeld Media. rosenfeldmedia.com/books/content-everywhere/

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