

## Developing a Content Management System Strategy

In this follow-up to his popular "Best Practices for Developing a Web Site" eBook, Paul Chin explores how organizations can get a handle on the knowledge and content scattered among many departments, workgroups, and employees.



The "Developing a Content Management System" eBook shows how a content management system can make the collective knowledge of an organization's employees readily available to those who rely on this information for their day-to-day work, organize and manage all this information while maintaining a high degree of accuracy and a low degree of content duplication.

Download this eBook now to learn more about how to develop a content management system strategy. eBook topics include:

- Developing a Content Management System (CMS) strategy
- Culture's impact on a CMS
- The content management process
- CMS technology
- Evaluating CMS tools (useful checklist is provided)



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


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