

Global Content Strategy

A Primer

Val Swisher

Foreword by John Yunker



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Content Strategy Series

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Localizing Employee Communications Ray Walsh, 2019-12-20 Global content in English doesn't get noticed Localizing Employee Communications is a practical guide to ending conventional communication practices that stand in the way of effectively reaching employees around the world Adapting for language and culture is critical to reach customers and the same is true for busy employees This book shows you how to navigate some of the biggest challenges in cross border employee communications by partnering with local business units This book argues that the ideal organization translates almost nothing Instead global headquarters provides only back end support to local business units who create and deploy employee content that's appropriate for their culture and local business realities Localizing Employee Communications draws on the insight of nearly 30 experts from a variety of communications disciplines including Deborah S Bosley Gerry McGovern Alan Oram Jonathan Phillips Alan J Porter Ann Rockley Carmen Simon and Val Swisher Inside the Book Part I The Landscape In Country Part II Leadership Governance and Budget Part III Low and No Cost Strategies Part IV Capabilities and Resources Glossary Interviewee Biographies Index

The Language of Technical Communication Ray Gallon, 2016-05-13 The Language of Technical Communication has a dual objective to define the terms that form the core of technical communication as it is practiced today while predicting where the field will go in the future The choice of terms defined in this book followed two overarching principles include all aspects of the discipline of technical communication not just technical writing and select terms that will be relevant into the foreseeable future The Language of Technical Communication is a collaborative effort with fifty two expert contributors all known for their depth of knowleEA Digital

delivered electronically e You will probably recognize many of their names and you will probably want to learn more about the ones who are new to you Each contributed term has a concise definition an importance statement and an essay that describes why technical communicators need to know that term You will find well understood terms such as content reuse and minimalist design alongside new terms such as the Internet of Things and augmented reality They span the depth and breadth as well as the past and future of technical communication

The Language of Localization Katherine Brown-Hoekstra,2017-10-31 The Language of Localization defines 52 terms that every business professional should know even professionals who do not specialize in localization In a global market every business person needs to understand the importance of localization and be able to speak intelligently with localization professionals Each term was authored by an expert practitioner who provided a short definition a statement of why that term is important and an essay that explains why a business professional or localization practitioner should understand the term The Language of Localization covers everything from basic terms such as translation to the latest concepts such as augmented translation and machine translation In addition there are short definitions of 70 additional business linguistics and standards terms For those who want to dig deeper there are more than 150 references for further exploration Expertly compiled and edited by Katherine Brown Hoekstra this book is a useful reference for localization experts managers students and any business person who works in a global market

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Multilingual Annual Resource Directory [and] Annual Editorial Index ,2006

Manufacturing Strategy Christopher Voss,1992 Eighteen mostly new papers together with editorial comment by Voss London Business School give an overview and discuss strategy formulation and implementation the international context tools and frameworks focus flexibility time based competition and the theory of constraints and research needs Annotation copyrighted by Book News Inc Portland OR

AFP Exchange ,2006

Global Success Carl A. Nelson,1990

Intelligent Content: A Primer Ann Rockley,Charles Cooper,Scott Abel,2015-09-25 Today everything is marketing All of the content we produce affects the customer experience Therefore all content is marketing and all content producers are marketers Intelligent Content A Primer introduces intelligent content how it works the benefits the objectives the challenges and how to get started Anyone who wants to understand intelligent content will get a clear introduction along with case studies and all the reference information you could ask for to make the case for intelligent content with your management

Intelligent Content A Primer is written by three leaders in content strategy and content marketing Ann Rockley is widely recognized as the mother of content strategy Charles Cooper co author with Ann Rockley of Managing Enterprise Content has been involved in creating and testing digital content for more than 20 years And Scott Abel known as The Content Wrangler is an internationally recognized global content strategist Together they have created the definitive introduction to intelligent content *Bulletin Du Bureau International D'éducation* ,1992 *The Director* ,2007 *Broadcasting & Cable* ,2007-10 *Bulletin of the International Bureau of Education* ,1991 **L' Éducation Pour la Prévention Du SIDA** International Bureau of Education,1992 **Black Enterprise** ,2008-02 *Pennsylvania Energy* ,1988 *Issues in Web-Based Pedagogy* Robert A. Cole,2000-06-30 Annotation Asks critical questions about teaching and learning via Web based materials and instruction

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