



# Content Management Bible

*Bob Boiko*

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As the Information Age dawns, the information at our disposal expands haphazardly. The Content Management Bible answers these key questions about the system readers might employ to control the expansion of information and organize targeting and distribution:

- \* What does a system that handles massive amounts of information look like, and how can a single system produce a wide range of well-targeted custom publications from the same information base?
- \* How can a system be created that understands each piece of information and how do I transform content to fit the various distribution methods such as web, print, handhelds and others?
- \* What are the steps and processes you need to create such a system, and how can this system serve an organization's overall business goals and future initiatives?

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