

Author Experience

Bridging the gap between
people and technology in
content management

Rick Yagodich

Foreword by Noz Urbina



**The Content
Wrangler**
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Author Experience Rick Yagodich

Rick Yagodich, Noz Urbina



Author Experience Rick Yagodich:

Author Experience Rick Yagodich, 2014-10-30 In recent years information architecture and user experience have become recognized fields with mature methodologies What has been lacking in the world of content strategy has been attention to the foundation these disciplines are built on authors Author Experience focuses on the value of managing the communication process effectively and efficiently It deals with this process from the point of view of those who create and manage content This book defines author experience outlines the challenges that stand in the way of a good author experience and provides a set of design patterns that will help you define and implement an author experience that improves content quality and author efficiency

Author Experience Rick Yagodich, 2014-10-13 In recent years information architecture and user experience have become recognized fields with mature methodologies What has been lacking in the world of content strategy has been attention to the foundation these disciplines are built on authors Author Experience focuses on the value of managing the communication process effectively and efficiently It deals with this process from the point of view of those who create and manage content This book defines author experience outlines the challenges that stand in the way of a good author experience and provides a set of design patterns that will help you define and implement an author experience that improves content quality and author efficiency About the Author Rick Yagodich has experience with most aspects of web technology from front end design to back end development His consultancy Excolo has served clients in industries ranging from financial services to retail to business services to communications

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

Author Experience Rick Yagodich, Noz Urbina, 2014

Author Experience Rick Yagodich Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Author Experience Rick Yagodich**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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