

Expanding a Digital Content Management System

For the Growing Digital Media Enterprise

Expanding a Digital Content Management System For the Growing Digital Media Enterprise is a unique perspective on expanding digital asset management as the author is one of few professionals with extensive hands on experience in a board array of digital content management systems. It uses plain English to convey some very important elements for the advanced manager of content management systems. This book provides a comprehensive guideline aimed at users who are tasked with aligning technical architectures with the business realities in the changing media business. It assumes the reader has already experience with some from of digital content management. This book is the first road map for the business manager in charge of the expansion of an existing digital asset management application into a digital backbone for a digital media enterprise.

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