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Digital Asset Management: Content Architectures, Project Management, And Creating Order Out Of Media Chaos: Second Edition For 2016



New and Updated Content by Elizabeth Ferguson Keathley

> with contributions by Henrik de Gyor and Ralph Windsor



Synopsis

This indispensable guide to a new profession has been updated and expanded for 2016. With quotes from industry experts, blank charts and job descriptions suitable for adaptation, as well as problem solving case studies, this book belongs on the shelf of everyone who works with or in a Digital Asset Management system.

Book Information

File Size: 23800 KB Print Length: 274 pages Simultaneous Device Usage: Unlimited Publisher: No Cube Press; 2 edition (December 30, 2015) Publication Date: December 30, 2015 Sold by:Â Digital Services LLC Language: English ASIN: B019R12GSG Text-to-Speech: Enabled X-Ray: Not Enabled Word Wise: Not Enabled Lending: Not Enabled Enhanced Typesetting: Not Enabled Best Sellers Rank: #712,421 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #83 in Books > Computers & Technology > Computer Science > AI & Machine Learning > Expert Systems #12342 in Kindle Store > Kindle eBooks > Computers & Technology #267711 in Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

The most comprehensive, but practical book I have read on DAM/MAM ever, but also very readable. Additionally, the information she relays reflects the real-world experience of working in the ever-changing environment of DAM/MAM. Finally, her research tells you what you will probably be doing in such a job.

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