# Content Management for Dynamic Web Delivery

*JoAnn T. Hackos*

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**Content Management for Dynamic Web Delivery** JoAnn T. Hackos
Successfully manage Web content to achieve a competitive edge Using the content management strategy that she developed for companies such as Nortel, Motorola, Cisco, and others, Hackos walks readers through the stages of effective Web content management. She shows how to establish a content strategy based on what type of content a user needs, the platforms to which it should be delivered, and the types of content necessary for the organization. Readers will learn how to develop and incorporate an information model into their Web site design as well as how to transform their organization's processes to ensure dynamic content delivery. They'll also find tips on how to take advantage of XML.

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