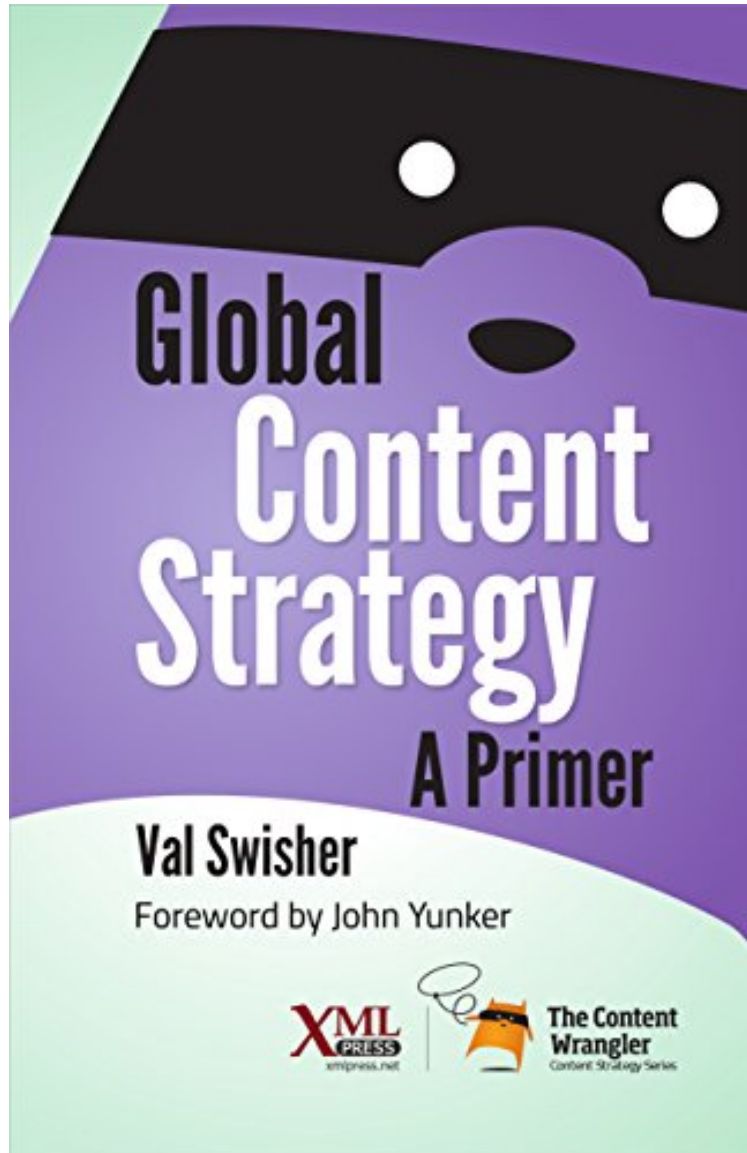


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Global Content Strategy

Val Swisher

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Val Swisher : Global Content Strategy before purchasing it in order to gage whether or not it would be worth my time, and all praised Global Content Strategy:

0 of 0 people found the following review helpful. Just what I neededBy Deborah LockwoodJust what I needed in a compact, easy-to-read format.0 of 0 people found the following review helpful. A great crash-course on a very large topicBy Emily SokolowA great crash-course on a very large topic. This is an ideal handbook to place on the desk of higher-ups who don't have the time to dig into content strategy as a discipline but need to understand the bottom-line benefits of having a solid strategy in place. Specifically, if dealing with a global audience. As a content strategy

professional, this was a nice refresh of some of the basic tenets of content strategy (audience definition, importance of consistency, clarity, maintenance, ownership, etc.) Chapter 5, "Content Global Readiness" contains a powerful message that can summarize the entire book: "...making content global-ready before you translate has three main benefits: Save money. Save time. Improve quality." You can't really make a more convincing case than this. The book does a good job surveying the key things to take under consideration before embarking on a translation effort, and goes into detail on some of the more technical considerations for a project manager to consider, such as vendor selection, maintaining a central translation memory, and more. A valuable, short read you can finish in a day that leaves you feeling like you have the "big picture" in mind. 0 of 0 people found the following review helpful. Must-have resource to learn about global content strategy. By D. M. Villegas If you've never had the pleasure of hearing Val Swisher's presentations, then this book is a great way to have many of the concepts she talks about in her presentations found in one place. She provides not only the basics of what global content strategy is, but breaks down bigger ideas into simple terms, and includes color images to provide examples, which is a good move. Val explains that globalization is not just about translating content, but also being sensitive and knowledgeable about localization as well. Translations can't always be made word for word because of idioms and expressions that aren't universal. This applies to imagery used as well. If you are looking to acclimate to the concept of global content strategy and what that entails, then this is a great resource for you to read. There are a lot of details squeezed into this slim volume that will be easy to understand, and yet you'll feel a little overwhelmed at first at how many details one needs to consider when creating a global strategy. Fortunately, this reference book breaks it down so that it isn't as overwhelming as it could be, and helps content strategists think in a more single-sourced, consistent way to provide the best ROI for a project. I highly recommend this book.

When you want to engage customers, you must have great content that speaks to them in their language. Success in foreign markets takes research, planning, and sensitivity regarding the culture, expectations, and buying habits of each target customer. Because of this, more and more companies are translating more content into more languages every day. *Global Content Strategy: A Primer* gives you the information you need to get started navigating the global content landscape. From tips on making your global content more accessible to details on how to ensure that your words and images are prepared for the world, this book provides information every global organization needs to be successful.