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*design—it's tricky stuff. Sara
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format, and talks ...*

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can, at last, be free. —Kristina
Halvorson Founder, Brain Traffic
and Confab Events Author, Content
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The move to Content Everywhere also demands a paradigm shift.

Writers must see content as functional elements rather than as documents. And web managers

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**must think digital publishing rather
than ...**

***The Content Strategist's Reading
List - Brain Traffic
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Content Strategy at Work: Real-
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channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

Content Everywhere Strategy and Structure for Future Ready Content Wachter-Boettcher, Sara. 2012. Content Everywhere. New York: Rosenfeld Media. rosenfeldmedia.com/books/content-everywhere/

***Content Everywhere: Strategy and Structure for Future ...
Having read other content strategy books recently (e.g. The Elements***

Access Free Content Everywhere Strategy And Structure For Future Ready of Content Strategy) and been disappointed by their lack of clarity and direction, this was a refreshing read! Content Everywhere is clearly written and organised and filled with practical tips.

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The Structure of Content — and why its so important.

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