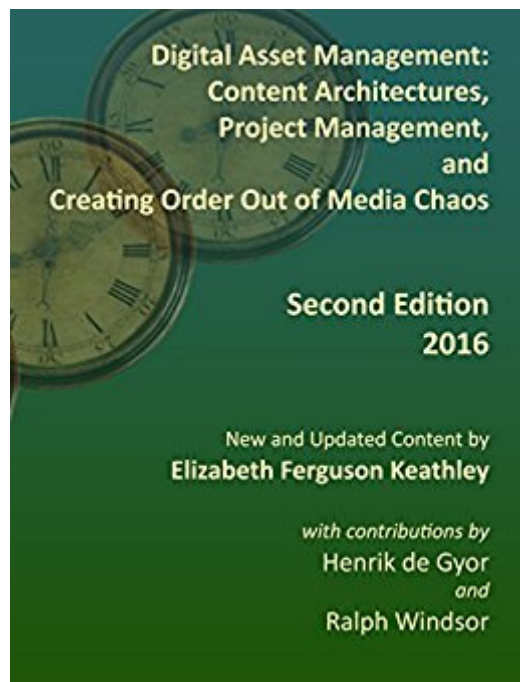# Digital Asset Management: Content Architectures, Project Management, And Creating Order Out Of Media Chaos: Second Edition For 2016

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

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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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