



The Content Pool: Leveraging Your Company's Largest Hidden Asset

Alan J. Porter

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All companies, no matter what industry they are in, or what product or service they create, do four basic things. Offer something for sale, sell it, collect money for it, and create content about what they do. Product development, Marketing, Sales, and Finance are all essential to the organization and are typically managed at the VP or CXO level, yet a company's content, which contains all of its intellectual property, is often overlooked. *The Content Pool: Leveraging Your Company's Largest Hidden Asset* makes the case for placing content creation, management, and distribution on a par with other core strategic business activities.

Inside the Book

- Identifying Your Content
- Organizing Your Content
- Managing Your Content
- Leveraging Your Content
- The Case for a Chief Content Officer
- Bibliography and Index

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