

If you would like to receive email each time we publish a newsletter, sign up at: <http://xmlpress.net/newsletter> .

Contents

- Anne Gentle named one of the most influential technical communication bloggers
- XML Press to publish Alan Porter's *The Content Pool*
- XML Press at XML 2010

Anne Gentle named one of the most influential technical communication bloggers

Anne Gentle's, author of [Conversation and Community: The Social Web for Documentation](#), was named the sixth most influential blogger in technical communication in a recent study by [MindTouch](#). To come up with their ratings, MindTouch used the weighted average of a range of metrics, including: Alexa, Klout Influence, Google Page Rank, Technorati Authority, and Twitter followers. No surprise to those of us who know Anne and work with her, but it's great to see her influence recognized.

Anne will be the keynote speaker at [UA Europe 2010](#), 16-17 September 2010, in Stockholm, Sweden.

XML Press to publish Alan Porter's *The Content Pool*

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 the money for it, and create content about what they do. Product development, Marketing, Sales and Finance are all recognized as essential to the organization and are often reflected by VP or CXO level responsibility, yet a company's content, which contains all of its intellectual property, is often overlooked. Whether they realize it or not every company's secondary role is that of being a publisher.

Alan J. Porter's forthcoming book, [The Content Pool: How to Identify, Organize, Manage, and Leverage 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.

The Content Pool is scheduled for publication in 2011.

XML Press at XML 2010

XML Press authors Richard Hamilton and Alan J. Porter will be attending [XML 2010: eMedia Revolution](#), which is being held this year in Philadelphia, PA, October 13-15. Hamilton's talk, **Niche Publishing with XML**, will describe how XML Press serves small markets cost effectively using XML technology.

The conference will also mark the release of [WIKI: Grow Your Own for Fun and Profit](#), Alan J. Porter's latest book, which provides techniques and case studies designed to help you use wikis to improve team collaboration, manage your company's knowledge, manage projects with customers or suppliers, engage customers, and much more. We're planning a release party and book signing, and we will have copies of the book available for purchase at the conference.

XML Press

Fort Collins, Colorado

Phone: (970) 231-3624

web: xmlpress.net

email: marketing@xmlpress.net