

FOR IMMEDIATE RELEASE:

Content Strategy: Connecting the dots between business, brand, and benefits

LAGUNA HILLS, California (January 4, 2013) – Rahel Anne Bailie and Noz Urbina’s new book, *Content Strategy: Connecting the dots between business, brand, and benefits*, is now available through book retailers worldwide, including Amazon.com and, in the US, BarnesandNoble.com. Published by XML Press (xmlpress.net), *Content Strategy* is now available in print and will be available in eBook format by mid-January.

If you’ve been asked to get funding for a content strategy initiative and need to build a compelling case, if you’ve been approached by your staff to implement a content strategy and want to know the business benefits, or if you’ve been asked to sponsor a content strategy project and don’t know what one is, this book is for you. Rahel Anne Bailie and Noz Urbina come from distinctly different backgrounds, but share a deep understanding of how to help your organization build a content strategy. *Content Strategy: Connecting the dots between business, brand, and benefits* provides practical advice on how to sell, create, implement, and maintain a content strategy, including case studies that show both successful and not so successful efforts.

Additional information is available at: <http://xmlpress.net/publications/content-strategy> and at the companion website: <http://TheContentStrategyBook.com>.

Advance Praise

- This work is what’s missing amongst all the content strategy material that’s out there. It completely answers the question “why content strategy” and expertly positions its business value. — Kevin P. Nichols, Director and Global Practice Lead, Content Strategy, SapientNitro.
- Rahel and Noz show you how smart decision makers approach content strategy. — Jared M. Spool, Founding Principal of User Interface Engineering. From the Foreword.

About the Authors

Rahel Anne Bailie is a recognized thought leader and one of the top content strategists in the industry. With over twenty-five years of professional content experience, she combines substantial business, communication, and usability skills with a strong understanding of content and how to manage it. For over ten years her consultancy, Intentional Design, has been helping companies leverage their information assets. She is also a co-organizer, with Scott Abel, of the Content Strategy Workshops (ContentStrategyWorkshops.com).

Noz Urbina is an established content strategy thought leader, consultant and trainer specializing in cutting edge, multi-channel, business-driven projects. Since 2000, he has provided services to Fortune 500 organisations and small-to-medium enterprises. Since 2006, Noz has been Events Chair and Content Director for Congility.com and has earned a solid global reputation in the structured content community working as Senior Consultant for Mekon Ltd.

About XML Press

XML Press was founded in 2008 to publish content that helps technical communicators be more effective. Our publications support managers, social media practitioners, content strategists, technical communicators, and the engineers who support their efforts.

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