

For Immediate Release:

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A Road Map for Successful Content Management

DENVER, CO, February 5, 2002—Comtech Services, Inc. announces the release of information-development expert, Dr. JoAnn Hackos's, latest book, *Content Management for Dynamic Web Delivery*. Published by John Wiley & Sons, this book walks readers through the stages of effective content management for enterprise and customer information.

Content Management for Dynamic Web Delivery offers practical examples and vignettes from companies such as SBC/Ameritech, Nortel Networks, Intuit, Autodesk, and Prosoft Training. Hackos leads readers through setting goals, establishing a vision, and most importantly, designing and implementing the foundation of content management, the Information Model.

“To be successful, a corporation's content-management solution must address the information-development life cycle, focusing both on the creation, review and approval, and dissemination of business critical and customer-focused information. The life cycle must extend to include dynamic Web delivery of customized and personalized information resources,” said JoAnn Hackos.

Hackos shows how to establish a content-management strategy based on the information that users need, the platforms and media to which it should be delivered, and the information that is critical to the business of the organization. Readers will learn how to develop and incorporate an Information Model into their enterprise content management and their Web site design as well as how to transform their organization's processes to ensure dynamic content delivery.

“JoAnn is one of the few authors to recognize that the Information Model is at the heart of every content system that meets these goals. Her book breaks down the content-management challenge into its core issues and provides us insights to navigate the pitfalls. This is a must read for managers and technologists alike who have the task of providing complex content-management systems from the creation processes through final delivery.” Marc Gunning, Manager, IPS e-Business, Hewlett-Packard Company.

Content Management for Dynamic Web Delivery, ISBN 0-471-08586-3, is available for \$39.99. It can be ordered online through www.amazon.com or from Comtech Services, Inc., 710 Kipling Street, Suite 400, Denver, CO 80215; (303) 232-7586; fax (303) 232-0659.

JoAnn Hackos, PhD, is President of Comtech Services, a content-management and information-design firm based in Denver, which she founded in 1978. She directs the Center for Information-Development Management (CIDM), a membership organization focused on content-management and information-development best practices. She authored *Managing Your Documentation Projects* (Wiley 1994), co-authored *Standards for Online Communication* (Wiley 1997), and co-authored *User and Task Analysis for Interface Design* (Wiley 1998).

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