

The Smart Content Issue

Smart content is making connections between technology, information, people and processes to enrich content and unlock hidden value in consumer experience, production, localization and more. Smart perspectives on how it's happening. pg 27

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New Workflows. Gaining greater control over the complex, multiplatform digital supply chain. pg 61

Data Driven. State-of-the-art analytics provide the means to build relationships directly with consumers. pg 96

Security Solutions. Content security's inextricable relationship with user experience. pg 107





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