Digital Asset Management in Theory and Practice

Mark Hedges

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Description

This practical handbook provides information professionals with everything they need to know to effectively manage digital content and information. The book addresses digital asset management (DAM) from a practitioner's point of view but also introduces readers to the theoretical background to the subject. It will thus equip readers with a range of essential strategic, technical and practical skills required to direct digital asset management activities within their area of business, while also providing them a well-rounded and critical understanding of the issues across domains. Digital Asset Management in Theory and Practice includes an evolving case study that serves to illustrate the topics and issues addressed in each chapter, as well as a sequence of practical exercises using freely available DAM software. Readership: Information professionals who work (or aim to work) in the digital content industries and managers of digital assets of various forms. Cultural and memory institutions, digital archives, and any areas of science, government and business organisation where there is a need to curate digital assets. Students taking LIS graduate courses worldwide.

Contents

1. Architecture and Users 2. Digital Content and Assets 3. Metadata and knowledge organisation 4. DAM Systems for Enterprise 5. Specifying a DAM System 6. Procuring a DAM System 7. Implementation of DAM system 8. Distributed DAM and Interoperability 9. DAM for Research

Author

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