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As leader of one of the oldest global content strategy teams, Kevin has grown that team to become one of the largest and most successful in the world. Kevin has been a forerunner and major contributor to user experience and content strategy. He has authored numerous articles on content strategy, user experience, and digital strategy.

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Enterprise Content Strategy: A Project Guide by Kevin P. Nichols, is about best practices for conducting and executing content strategy projects. His book is a step-by-step guide to building an enterprise content strategy for your organization.

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He is the author of Enterprise Content Strategy: A Project Guide and co-author of UX for Dummies. Kevin is also the chair of Content Strategy Alliance Best Practices initiative. Related Posts. Change Management For Content Management Projects. September 22, 2003.

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ECM is an ongoing strategy, involving multiple projects designed to gain control of the organization's unstructured information within the context of an overall strategy. Project Management - Keeping on Track

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