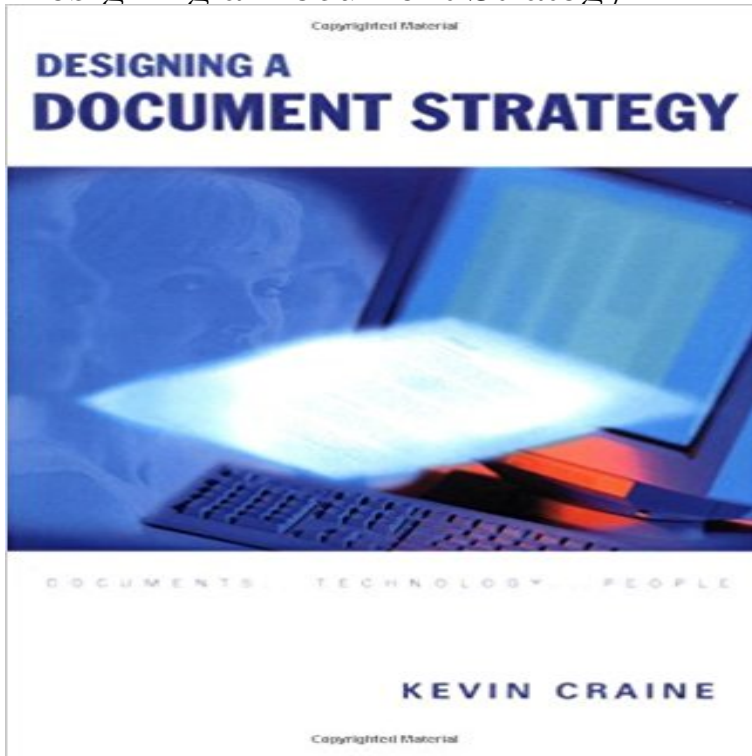


Designing a Document Strategy



Designing a Document Strategy, by Kevin Craine, MBA, is a book for managers, technicians and consultants who want to implement a document strategy for a large organization. The book describes a five-phase process that will guide readers through the design of document strategy tailored to their particular situations. Cause-effect diagrams, flow charts, and return on investment are presented in easy to understand terms. Case examples demonstrate how the methods in the book can be applied in the real world. As a result, readers are better prepared to take meaningful and informed action. Whatever decisions and recommendations readers ultimately make, they will be more likely to bring about real-world, bottom-line benefits. There is no better educational resource on designing a document strategy than this book.

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