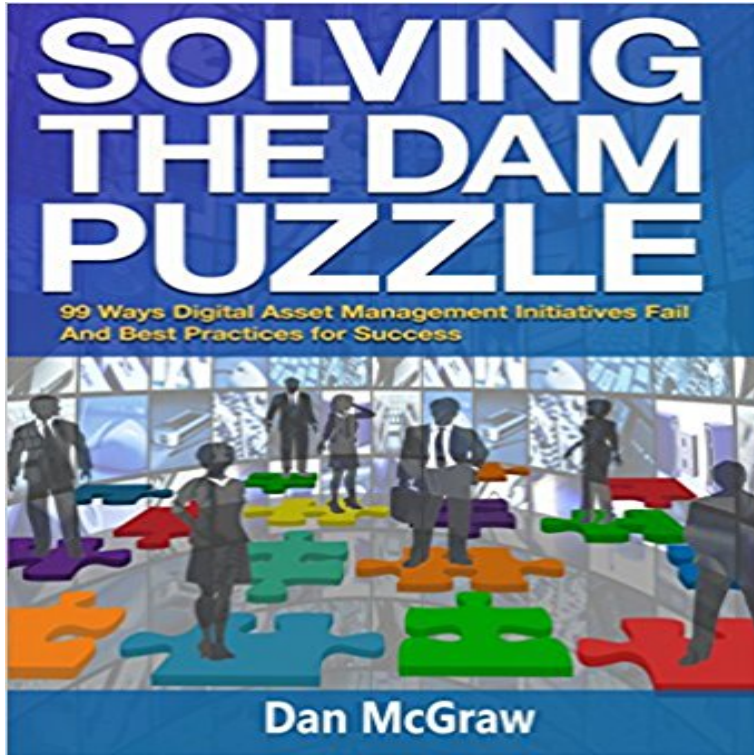


Solving the DAM Puzzle: 99 Ways Digital Asset Management Initiatives Fail & Best Practices for Success



Whats Your DAM Puzzle? Is your company drowning in digital media files or throwing money at more storage? Why struggle with all the shared servers, cloud sites or hard drives when the solution isnt more technology, its Digital Asset Management! Dan McGraw, a digital thought leader and consultant, covers the DAM basics, strategy development, business case, implementation, risk mitigation, and change management. Written for anyone working with digital assets in IT, marketing, media, or executives, Solving the DAM Puzzle is your insiders guide to develop a strategy compete in todays digital age. The Ultimate Guide for DAM Strategy Why Storage and Access is Not DAM How to Audit Your Media Workflows Build a Business Case Executives Will Approve Establish Governance that Works When and How to Select Vendors How to Transform from Survival to Digital Maturity Plus the 99 Ways Digital Asset Management Initiatives Fail! Develop a strategy that takes your company from digital chaos to a whole new level of capability and profit.

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