Adobe Experience Manager Quick-Reference Guide: Web Content Management [formerly CQ]

Synopsis

To meet the challenges of today and needs of tomorrow, businesses have to be agile, adaptable, and innovative. Adobe Experience Manager (formerly CQ) allows organizations to create a compelling online experience across digital channels "web, mobile, email, video, and social media "to build their brand, drive revenue, and extend their reach.   This quick look-up guide by Adobe Experience Manager expert Shane Closser uses clear, concise explanations and an easy-to-use format to help you jump in and quickly start organizing and managing the delivery of your creative assets and other content. The Quick Reference Guide series focuses on enabling non-technical business users to perform the tasks they need to succeed in their job. This includes procedures for approving content, handy shortcuts, and helping to advise technical teams on the design of content infrastructure. You ™ll learn the quickest way to: ¢ Organize, find, and share assets ¢ Take control of metadata and tagging ¢ Manage multilingual content ¢ Take advantage of flexible workflows â ¢ Tap into social communities

Book Information

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Customer Reviews

I've ordered almost all books on AEM on the market, they are very different. The AEM classroom in a book is good for basic development, so if your a developer you'll want to get it vs this. This book is more designed for business users, business analysts, project managers, etc. People who need to understand the capabilities in AEM. At this, it is a excellent book, compared to other stuff on the market. I am a architect/developer and this was even helpful for me because I spend so much time

in the code and architecture I forget how the console works (ex. steps to publish content, create a page, etc). This helped me so I can better explain it business users, as it has lots of pictures, annotations, tips. I walk business teams through the different chapters and use it to help drive requirements.I would like to see more supplementary material in the next version - videos, checklists, templates around requirements, etc.

A basically worthless look at AEM / Adobe CQ. This is more or less a bunch of screenshots of the authoring interface for Adobe CQ / AEM. There's little substance here and you can find much better information on Adobe's website. If you have an out-of-the-box CQ installation with no customization and no understanding of what CQ is or what it does this book might be helpful, otherwise save your money and just read the online docs.

I am in marketing and this book helped me understand what I need to know to use AEM - quickly. Very helpful to get you started!

I am really expected more about this book, because it's more for somebody who it's starting in AEM(CQ5).In conclusion, if you don't know nothing about CQ5, this is a book for you in other case, don't expend your money here.

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