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

Synopsis

To meet the challenges of today and needs ofÂ tomorrow, businesses have to be agile, adaptable, and innovative. Adobe Experience Manager (formerly CQ) allows organizations to create a compelling online experience across digital channelsâ "web, mobile, email, video, and social mediaâ "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. Youâ ™ll learn the quickest way to:â ¢ Organize, find, and share assetsâ ¢ Take control of metadata and taggingâ ¢ Manage multilingual contentâ ¢ Take advantage of flexible workflowsÂ â ¢ Tap into social communities

Book Information

Paperback: 240 pages

Publisher: Adobe Press; 1 edition (November 24, 2013)

Language: English

ISBN-10: 032196781X

ISBN-13: 978-0321967817

Product Dimensions: 5.5 x 0.4 x 8.5 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 3.4 out of 5 starsÂ Â See all reviewsÂ (7 customer reviews)

Best Sellers Rank: #1,162,509 in Books (See Top 100 in Books)   #134 inÂ Books > Computers & Technology > Web Development & Design > Content Management   #948 inÂ Books > Business & Money > Marketing & Sales > Marketing > Research   #1246 inÂ Books > Textbooks > Business & Finance > Marketing

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.

Adobe Experience Manager Quick-Reference Guide: Web Content Management [formerly CQ] Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst) Web Services, Service-Oriented Architectures, and Cloud Computing: The Savvy Manager's Guide (The Savvy Manager's Guides) FrameMaker - Creating and Publishing Content: LEARN TO USE, MANAGE, AND PUBLISH CONTENT WITH ADOBE FRAMEMAKER Creating Fat Content: Boost Website Traffic with Visitor-Grabbing, Google-Loving Web Content The Government Manager's Guide to Source Selection (The Government Manager's Essential Library Book 2) CCM Certification Study Guide 2015-2016: Case Manager's Review Book for the Certified Case Manager Exam System Center 2012 R2 Configuration Manager Unleashed: Supplement to System Center 2012 Configuration Manager (SCCM) Unleashed Learn Adobe InDesign CC for Print and Digital Media Publication: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) The Design Collection Revealed: Adobe Indesign CS4, Adobe Photoshop CS4, and Adobe Illustrator CS4 Learn Adobe Animate CC for Interactive Media: Adobe Certified Associate Exam Preparation (Adobe Certified Associate (ACA)) The Web Collection Revealed, Premium Edition: Adobe

Dreamweaver CS6, Flash CS6, and Photoshop CS6 (Adobe CS6) Adobe CS6 Web Tools: Dreamweaver, Photoshop, and Flash Illustrated with Online Creative Cloud Updates (Adobe CS6 by Course Technology) The Web Collection Revealed Standard Edition: Adobe Dreamweaver CS5, Flash CS5 and Fireworks CS5 (Adobe Creative Suite) The Web Collection Revealed, Standard Edition: Adobe Dreamweaver CS6, Flash CS6 and Fireworks CS6 (Adobe CS6) Web Content Management: Systems, Features, and Best Practices Quick Reference to Cardiac Critical Care Nursing (Aspen Series Quick Reference to Critical Care Nursing) Precalculus - REA's Quick Access Reference Chart (Quick Access Reference Charts) Algebra 2 - REA's Quick Access Reference Chart (Quick Access Reference Charts) Algebra 1 - REA's Quick Access Reference Chart (Quick Access Reference Charts)