



# Content Everywhere: Strategy and Structure for Future-Ready Content

*Sara Wachter-Boettcher*

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Care about content? Better copy isn't enough. As devices and channels multiply—and as users expect to relate, share, and shift information quickly—we need content that can go more places, more easily. Content Everywhere will help you stop creating fixed, single-purpose content and start making it more future-ready, flexible, reusable, manageable, and meaningful wherever it needs to go.

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