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The Content Pool: Leveraging Your Company's Largest Hidden Asset

Alan J Porter

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All companies, no matter what industry they are in, or what product or service they create, do four basic things. Offer something for sale, sell it, collect the money for it, and create content about what they do. Product development, Marketing, Sales, and Finance are all recognized as essential to the organization and are often reflected by VP or CXO level responsibility, yet a company's content, which contains all of its intellectual property, is often overlooked. The Content Pool makes the case for placing content creation, management and distribution on a par with other core strategic business activities.

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