

**Content Everywhere: Strategy And Structure For
Future-Ready Content By Sara Wachter-Boettcher**

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I m Sara Wachter-Boettcher, and my content strategy consultancy aligns Content Everywhere. An Event Apart, SXSW, Content Strategy Forum, and

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2012 by Sara Wachter-Boettcher. The nice folks at A List Apart published a piece from me last week called Future-Ready Content, way to structure content on

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