



Adobe Experience Manager: Classroom in a Book: A Guide to CQ5 for Marketing Professionals

By Ryan D. Lunka

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Adobe Experience Manager (formerly CQ5) is an industry leading web content management system aimed at giving digital marketers the ability to create, manage, and deliver personalized online experiences.

Adobe Experience Manager: Classroom in a Book is the definitive guide for marketers who want to understand and learn to use the platform. It explains the business value of the features and the overall philosophy of the product and is a must-read before sitting down to work with an implementation team. Marketers will understand why AEM is constructed as it is so they can alter business processes and participate in successful implementation. They'll get insight into how to accomplish the fundamental tasks to more effectively create and manage content. They'll also learn about common mistakes and how to avoid them.

After reading this book, marketers will understand:

- The basics of content management in Adobe Experience Manager
- How to integrate Adobe Experience Manager with other Adobe Marketing Cloud products
- How to manage dynamic content that is targeted to specific audiences
- The fundamental concepts that will help to create a smooth implementation

Getting Started

Ch 1: The Basics

Ch 2: Evaluating AEM

Ch 3: Managing Content

Ch 4: Digital Asset Management

Ch 5: Metadata and Tagging

Ch 6 Multilingual Content

Ch 7: Workflows

Ch 8: Social Communities

Ch 9: E-Commerce

Ch 10: Mobile for Marketers

Ch 11: Architecture Basics
Ch 12: Administration Basics
Ch 13: Web Analytics
Ch 14: Marketing Campaign Management
Ch 15: Dynamic Content
Ch 16: Integrating AEM
Ch 17: Technical Basics
Ch 18: Defining Requirements
Ch 19: User Experience Design
Ch 20: The Implentation Process

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Editorial Review

About the Author

Ryan Lunka has worked as a solution consultant with various parts of Adobe's enterprise customer experience management technologies. He currently works with CITYTECH, Inc., an Adobe Experience Manager implementation partner in Chicago. He received a Bachelor of Business Administration from Ohio University with a focus in management information systems, and a graduate degree in information strategy, systems, and technology from Muskingum University. He has a passion for digital strategy and web technologies and a deep understanding of the business value of the Adobe Digital Marketing suite.

Users Review

From reader reviews:

Frances Carpenter:

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