

**Content Strategy At Work: Real-world Stories To  
Strengthen Every Interactive Project By Margot  
Bloomstein**

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Even if content strategy isn't in your job description, content's probably your problem. Margot Bloomstein

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*Work: Real-world Stories to Strengthen Every Content Strategy Consortium*, Margot speaks internationally about enriching interactive engagements with content

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is Margot Bloomstein's book *Content Strategy to Strengthen Every Interactive Project at Work: Real-World Stories to Strengthen Every*

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Margot Bloomstein will appear at the South by Bookstore to sign copies of *Content Strategy at Work: Real-world Stories to Strengthen Every Interactive Project*

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author of Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project Margot Bloomstein is the author of Content Strategy at Work:

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May 01, 2014 AIGA Maine hosted content strategist Margot Bloomstein, author of Content Strategy at Work: Real World Stories to Strengthen Every Interactive Project

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